

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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10c A COPY

B. A. T. S. 1881 with
N. W. Ayer & Son

*"One sip of this will bathe the
drooping spirits in delight"*

—MILTON

WE HAVE read of a New Zealand bird that lays an egg one-third its own size and then leaves it to the mate to hatch. The originator of a good idea usually needs someone to help put it over.

Fifty-five years ago the proprietor of a Philadelphia corner drug store conceived the idea of a healthful, tempting, thirst-quenching drink made from roots, herbs, barks and berries. He tried it on his friends and they gave three cheers. He experimented on customers and they came back for more. The idea took hold and grew, proving it was a good one. The druggist gave up his store and concentrated on the now famous beverage, a favorite wherever there's a soda fountain, and made at home by millions of mothers.

Soon he found he needed more help in swinging this idea and he came to N. W. Ayer & Son. For 45 years, with the aid of scores of newspapers and dozens of magazines, The Charles E. Hires Company, of Philadelphia, and Advertising Headquarters have been swinging the original idea in an ever-increasing circle — and Hires has become one of the most valuable soft-drink names in the world.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



THE SUPERIOR PURCHASING GUIDE

The first thing consulted by many thousands of important buyers

Everywhere, Everyday, buying Everything

No matter what your product, this Register would often present your sales message to the right man at the right moment; —many times when you would not come to his attention at all, if not in the Register; —our users rarely look elsewhere.

The only "Paid" circulation work of its kind, it aims at 100% completeness, regardless of advertising.



**BIG
BUYERS**

Prefer it,
order it,
pay for it,
use it.

**A. B. C.
MEMBER
(THE ONLY ONE)**



\$15.00

4400 Pages 9 x 12

2300 Advertisers Use 7432 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXV

NEW YORK, JUNE 10, 1926

No. 11

Are We Gaining Control Over Business Cycles?

And If So, What Have Modern Merchandising and Advertising Had to Do with It?

By Dr. Lewis H. Haney

Director, Bureau of Business Research, New York University

BUSINESS cycles are periodic maladjustments and readjustments in business. Things get out of line during booms and have to be readjusted through depressions. The result is inevitably wasteful and any means of decreasing the maladjustments and reducing the need of readjustments would bring great saving to society.

There are many kinds of maladjustments and some cycles are characterized by one kind and some by another. Sometimes a general over-production in basic industries is the trouble; sometimes farm prices and purchasing power are out of line; sometimes the over-extension of credit in speculation is the chief factor. It may be said in general, however, that the fundamental causes of cycles lie in uncontrolled individual initiative (the desire of the individual business man to get there first), accompanied by ignorance of the facts and yielding to sentiment. An important condition also is the gap between production and consumption—the long period between the starting of the production process and the sale to the ultimate consumer of the finished product.

If business men were to co-operate more intelligently, and particularly if they had complete information concerning the situation in their respective lines, and acted accordingly without being

affected by over-optimism or pessimistic fear, there would be few general ups and downs in business. Then, if the chain of production and distribution could either be shortened or the whole process of production and marketing could be under one intelligent control, there would be little opportunity for any normal business cycles.

There is good reason to believe that the foregoing conditions for minimizing cyclical swings in business are being achieved to a greater extent than ever before. Certainly in many businesses there is more co-operation. A large mass of statistical information is available which has greatly reduced the amount of ignorance as to the true state of business in general and in particular trades. Business men are still too prone to yield to trade sentiment, but recent years have seen an increasing amount of intelligent caution which argues well for improvement in this respect. As to the gap between production and marketing, there is ample evidence that the greater integration in many industries, the growth of direct marketing by manufacturers, and closer relation between sales agents and manufacturers, have accomplished a good deal in the way of insuring a closer working relation among the different stages that lie between raw material and ultimate consumer. This tends to maintain balance between

production and sales departments.

Theoretically, therefore, one might well expect to find business cycles becoming less violent and prolonged. Is there any evidence of such a development?

Unfortunately, the remedies for cycles suggested above had not been sufficiently applied prior to a few years ago to give much reason to expect any concrete evidence. The last great business cycle occurred between 1918 and 1921, so that the last severe depression came only five years ago. A period of five years is hardly a sufficient one on which to base conclusions.

Moreover, a part at least of the seeming evidence of smaller cyclical swings lies in the extreme height of the 1920 peak and the extraordinarily drastic nature of the liquidation which ended in 1921. By comparison with that great cycle the recent ups and downs in business seem slight, although they are little different from several of the cycles which occurred between 1900 and 1914.

CYCLES BECOMING LESS VIOLENT

It has become quite common to refer to the summer slumps which have characterized the last three years and which have been relatively moderate, as indicating that these shorter and less severe swings in business prove that cycles are becoming less violent. It is certainly true that the downswing which began about the middle of 1923 and lasted until the middle of 1924 was not as drastic as the one which extended from the beginning of 1920 to the middle of 1921. The dip toward the middle of 1925 was certainly moderate and did not prevent the figures for that year from breaking records in a good many cases. There has been no sharp, high peak in the business curve in 1926, but instead a rather low, flat top appears, with a fairly large and well-sustained volume of business for about a year. It must be noted, however, that the recovery in business toward the end of 1923 is to be regarded as a small interruption in the general downward trend, the decline which followed in 1924

being merely a continuation of the downward trend which began in 1923. Also the dip in 1925 is probably to be regarded merely as a very minor interruption of the major upswing from the low point in 1924 that has carried through nearly to the present time.

The real test will probably come during 1926 or 1927 when ordinarily a major recession in the business cycle would be expected. Judging by the past, and allowing the average period of duration of business cycles, a peak would be due sometime this year. In my judgment, therefore, we will soon have some fairly conclusive evidence as to whether cycles are actually under control. If the recession which has already appeared in a good many businesses proves to be moderate and short lived, it may well be claimed that real progress has been made toward eliminating the wastes of recurrent maladjustments in business.

Briefly, the point is that it is not at all conclusive to point to the smallness of the recession in 1923, 1924, and 1925 as proofs of less violent cycles, as 1923 and 1924, according to the theory of cycles, should be considered as a single downward movement and be added together, while 1925 was merely a stage in the broad upswing from the 1924 bottom.

It may be truly said, however, that down to date the indications are that the recession now under way will prove to be both moderate and orderly. There is not the slightest indication of panic. Production has been rather promptly curtailed where excessive, and the machine of credit has functioned so smoothly that there has been no important strain in the financial organization. It is a possibility that the recession may prove to be no more violent than those which occurred in 1924 or 1925, and, as already stated, in that event the case will be strong for the moderated cycle idea.

It is worth while to note carefully the conditions which are currently tending to make the recession moderate and orderly, for

TEAM WORK

*"It is not the guns or armament
Or the money they can pay,
It's the close cooperation
That makes them win the day.
It is not the individual
Or the army as a whole
But the everlasting team work
of every bloomin' soul."*

J. MASON KNOX

(Frequently attributed to Rudyard Kipling)

We believe that the spirit of team play
among our people is of great value
to every advertiser whom we serve.

THE H.K. McCANN COMPANY
Advertising

NEW YORK
CLEVELAND
CHICAGO
LOS ANGELES



SAN FRANCISCO
DENVER
MONTREAL
TORONTO

the reason that we will find in those conditions the forces which are tending to make business cycles shorter and less violent. First and foremost, I would put the prevalence of hand-to-mouth buying. The increasing limitation of purchases to immediate requirements has been characteristic of the last few years and is so important that no statement could begin to cover the situation without discussing it, trite as the point may be. In most lines of business we find less speculative "forward buying" than existed prior to 1921. In the steel business unfilled orders have for several years been considerably smaller and varied less widely than used to be the case. The same is true in the dry goods trade where the continued complaint is that the merchants wait until the last minute to place their orders and then purchase only in small lots. This condition, of course, tends to keep the inventories of merchants at a relatively low level and at the same time to prevent an undue speeding up of production by the manufacturers. In the past, booms have generally been characterized by a rush of forward buying which resulted in over-stimulating production and ultimately in the accumulation of inventories which could be disposed of only on declining markets.

This regime of hand-to-mouth buying may not continue in force to the extent that now prevails, but it is doubtful if the business world ever goes back to the old excesses of speculative forward buying, and if this is the case it will inevitably have a strong tendency to reduce the violence of business cycles. Incidentally, too, hand-to-mouth buying has the practical effect of lessening the gap between production and consumption, since it necessitates a closer balance between the manufacturers' output and the sales of the merchant. Thus it tends to remove one of the great occasions for business maladjustments.

Coupled with hand-to-mouth buying is the prevalence of business information. No one will deny that the mass of data avail-

able to business men is greater than ever before. Formerly the automobile manufacturer or wholesaler would go to the dealer and practically require him to sign for a certain number of cars and as the dealer had little information on which to base his policies, he not infrequently undertook to dispose of a greater number than proved feasible. Nowadays the dealer subscribes to a service which keeps him posted as to the number of new cars of each make which are registered from month to month in his territory. He has access to official figures showing the total number of automobiles produced each month and to data published by several of the leading manufacturers showing their production, sales to dealers, sales by dealers, etc. As a result, the dealer now refuses to sign on the dotted line. He may agree to take a certain quota, but he only "specifies" on the basis of possibilities, and these possibilities he is in a position to determine with a fair degree of accuracy on the basis of statistics. Thus he no longer becomes loaded up as he used to be.

WHEN PRODUCTION EXCEEDS SALES

Still another characteristic of the present-day situation is the promptness with which production is curtailed when it begins to prove to be in excess of sales. In the first place, the manufacturer has better information as to the production total in his industry, thanks to Government and other trade statistics; and in the second place, he is more than ever sold on the idea of following trade barometers. Whatever may be the cause, the fact is clear, and the automobile industry is again a case in point. When allowance is made for seasonal variations we find that the trend of automobile production has been downward for several months and that the situation is well in hand. The steel producers have shown considerable moderation in reducing their schedules from over 90 per cent to below 80 per cent of capacity in the last few months. Many other illustrations might be given. All

In furtherance of our policy to give Needlecraft's more than 1,000,000 readers the latest and most authoritative information pertaining to needlework and all forms of handicraft, Miss Ethel M. McCunn, Associate Editor and one of America's noted designers, will spend several months in the needlework centers of Europe.

Her articles, which will appear exclusively in Needlecraft Magazine, will start in the September issue.

ROBERT B. JOHNSTON,
Advertising Manager

Fill in, tear out and mail this coupon



Member A. B. C.

Robert B. Johnston, *Advertising Manager*
Needlecraft Magazine
285 Madison Ave., New York, N. Y.

Send complete analysis of Needlecraft Magazine's circulation of 1,000,000 and reason why it can increase the sale of

Name of firm _____

Individual _____

Address _____

this results in the fact that in the early months of 1926 it cannot be said that there is any serious general over-production of commodities—a fact which differentiates this period sharply from 1919 and even from 1923.

Of course, there are exceptions, as in the case of silk textiles and automobile tires. We probably always will have mistakes in judgment. There is good reason to believe that these exceptions will come to be mere illustrations of the rule, which will be that business men will keep their eyes upon the total situation as revealed in adequate statistics and guide their businesses accordingly.

FINANCE'S PART

Finance, of course, plays an important part in business and some of our cycles have been marked by severe financial crises. Strained credit and tight money frequently accompany business booms. Most students of business will agree that better control of credit would be a major factor in moderating business cycles. There is plenty of evidence that more effective and wiser control of our financial mechanism has developed in recent years and this is one of the characteristics of the present time which leads me to believe that the current recession in business is apt to be moderate. There is little question that even as far back as 1923, banking authorities exercised considerable control over the situation and prevented the boom excesses which would have developed without that control. Again, early this year the same force was brought into play. Undoubtedly there was rapidly developing a condition of excessive speculation both in the stock market and in real estate. Instalment selling was also reaching portentous proportions. Then the Federal Reserve discount rates were marked up. Data showing loans on stocks and bonds by brokers were called for and published. The banks tightened up on loans on real estate and word to that effect was passed around. Studies of the instalment plan

situation were made. As a result a speculative situation was checked and the worst excesses probably were prevented—an achievement all the more remarkable because money rates continued at low levels.

Undoubtedly one of the hopes of those who established the Federal Reserve system was that it would tend to prevent booms and depressions. Like any important force, the control of the nation's credit may be abused and requires great judgment for its sound use. There is good evidence, however, that it has recently been used with a fair amount of discretion and is being effective in moderating the current business cycle.

Finally, as an indication of moderation at the present time, I would call attention to signs of a growing recognition of the importance of consumer purchasing power. Two great groups of consumers are the laborers and the farmers, and so long as these groups are enjoying a fair amount of well-being and receiving good incomes it is hard to see how a severe or prolonged depression can exist. At present we find that employers of labor in a good many industries are recognizing that good wages and steady employment are desirable from the market point of view and there is a tendency to show a broader attitude toward wages. This appears in the greater reluctance to force wage reductions and the tendency to recognize the claims of laborers to higher standards of living. As to the farmers, the nation is alive to the continued depression of agriculture and is wrestling, though without much success, with the problem of farm relief. It does not seem that much can be accomplished by legislation, but the general consciousness that the farmers' problem is a problem of vital importance to business in general, and the willingness to make concessions on that ground, is in itself an achievement.

Probably the only clear-cut, tangible indication of an actual moderation in cyclical swings affecting

(Continued on page 178)

Only the readers of
a newspaper count
with shrewd adver-
tisers as "circulation."

In Brooklyn, the
Standard Union
circulation has been
built without a gift
scheme of any de-
scription.

A. G. R. Hutchinson
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

Selling Stock on Radio's Ability as an Advertising Medium

Public Invited to Buy Stock in Broadcasting Station on Assertion That Radio Broadcasting Is an Established Advertising Medium

By Silas Hopper

[EDITORIAL NOTE: The claim has been made in some quarters that radio broadcasting is an advertising medium. Study of this subject has led PRINTERS' INK to the opinion that broadcasting has not yet established itself as an advertising medium. That opinion has been set forth in a number of articles, a list of which will be sent to any reader on request.

The chief point of interest in the following article is that it records the fact that stock in a proposed broadcasting station is being sold to the public on the basis that radio is an established advertising medium.]

A RETAIL clothing firm in New York City, George and Grenati, Inc., which has for some time been endeavoring to advertise itself over the radio, recently invited its listeners to write in and get a "surprise."

The "surprise," it now appears, is a long stock selling letter which invites participation in the ownership of a station that is expected "to make a fortune in a very short time" by broadcasting paid advertising.

The signer of the letter, George, Jr., in fact, asserts that he expects to earn two dollars for every dollar invested within one year's time, if he succeeds in taking over the management of the station.

Here is the first part of his story as he tells it in the letter to those who wrote for a "surprise":

I am about to secure one of the leading broadcasting stations of America in New York. It is owned by several rich men who have too many interests to give any of them the time and attention they deserve.

If they knew what I now know about the present and future money-making possibilities of broadcasting radio entertainment and instruction, they would never have considered contracting for the sale of their studio and equipment at the price we are to pay for it. But even the way it is being run at present, it is making a substantial profit, with nobody half trying to make the most of its enormous possibilities.

Very few people know anything about the business of broadcasting, or realize

the enormous sums of money it makes for the owners of stations. You may have wondered who pays for all the superb entertainment, lectures, etc., which come over your radio in your home without one cent's cost to you.

Then comes the unfolding of the news that broadcasting is the world's lowest-price advertising medium:

In the final analysis, radio broadcasting is a new form of advertising, at vastly less cost than any other medium of advertising in existence.

Every time you hear the Happiness Candy Boys, the Esquimo Boys, the Atwater-Kent program, the Gold Dust Twins, Huylers, or any of the many other well-known concerns who are now broadcasting regularly every week, it is an advertisement for them for which they pay a large sum.

How does Mr. George know this fact? Well, he has his own experience to fall back on. He gets very confidential on that subject and tells it all in the following few short paragraphs:

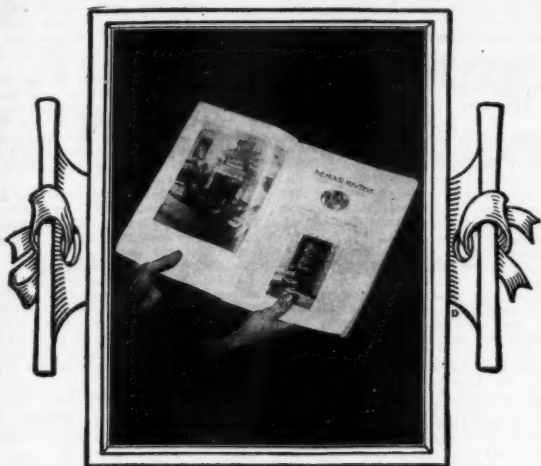
You know that I have been a big advertiser in the newspapers for the clothing business for many years, and have spent several million dollars that way advertising the name "Georges."

About three months ago I advised my associates to drop practically all newspaper advertising, and started broadcasting Georges Surprise Entertainments. I was able to talk to my audience, numbering hundreds of thousands, through the microphone, and in-between the numbers of my program say something about the business of George and Grenati.

The results of that advertising nearly doubled business at trifling cost. Very few advertisers realize the enormous returns radio broadcasting produces, and once a concern tries it, the results almost sweep them off their feet. They are willing to pay large sums for this kind of publicity. The future demands which thousands of concerns will make upon radio will be so great that they will outbid one another for that privilege.

Mr. George then prepares himself to give the meat of his proposition. First he clears the way by saying:

As I said before, I am arranging to



"I Haven't Read THE HOUSE BEAUTIFUL Five Years For Nothing... And I Know Just About What I Want, BUT..."

So writes one subscriber and in similar vein more than two thousand others each month asking our Home Builders' Service Bureau the how and why of home building and decorating. It is the service rendered these inquirers which gives The House Beautiful its commanding prestige in the home building class publication field. The House Beautiful covers one subject thoroughly in each issue — and that subject is the same every month of the twelve — how to make a beautiful, livable home. The prestige and following of The House Beautiful means hard cash value to every advertiser. Interest in its pages is specific — response is interest of the genuine sort. Shall we send you all the facts?

Circulation 70,000 Net Paid (ABC)

Rebate-backed, Guaranteed

THE HOUSE BEAUTIFUL

8 Arlington Street, Boston, Mass.

A Member of the Class Group

take over this big and famous radio broadcasting station, and I have no hesitancy in saying that I expect it to make a fortune in a very short time under my management.

With that statement out of the way, Mr. George is down to brass tacks. He says:

To show you my own confidence in my ability to do this—my money is going in also. I am not asking you to do something that I am not willing to do myself and I want you to share the profits with me. The necessary money required to completely finance this enterprise is going to be offered by popular subscription—each person subscribing \$50—payable one dollar per week for fifty weeks.

Based on my present program, I expect this enterprise to earn before the end of the company's fiscal year, at least TWO for one on every dollar invested.

If you had bought Bell Telephone stock in the beginning that way, can you imagine what it would be worth to you today? And do you realize that with radio broadcasting still in its infancy there is a radio in nearly every home that has a telephone, and in hundreds of thousands of homes where the telephone is as yet unknown?

The next statement is startling in its import. It sets forth that no one in New York can obtain the right to broadcast, not even for a cool million. It implies that a Government permit to broadcast is a franchise given in perpetuity. And this in spite of the fact that the law now on the Federal Statute books, antiquated though it is, specifically sets forth that the use of the ether for broadcasting purposes is the possession of the people of the United States. Here is the way Mr. George puts his statement on this subject:

And do you know that if you had a cool million dollars in cash, you nor anybody else could get a license from the United States Government to operate another radio broadcasting station in or anywhere near New York? You can imagine what such a license is worth today, and how enormously it will increase in value each year.

Next Mr. George explains why this "surprise" proposition is not being handled by bankers, and in so doing takes a back-handed slap at all bankers. He does this in these words:

I could probably finance this project easily with any one of a dozen Wall Street brokers if I cared to—on their

terms, but I am going to make this a *People's Company*—composed of individual shareholders, each one investing his \$50—to make this already nationally famous broadcasting station the most popular and biggest paying one of its kind in existence.

I suppose if I had turned this financing over to a broker who makes a business of raising capital for concerns, it would be presented to you in an elaborate and costly prospectus advertised heavily in the newspapers, and the salesmen given a large commission for selling the stock.

All these things cost money—and come out of the money the stockholders put up. I am a plain business man who believes in cutting out all unnecessary expenses, and putting the profits made into the pockets of shareholders.

I am, therefore, writing you a plain statement of facts about this opportunity, believing that you will agree with me that if any person cannot see how wonderful it is without a lot of fancy literature and costly selling expenses, he or she better not think any further about it.

In its conclusion does this very informative stock selling letter make its final plea on a monetary basis? Oh, no! It tells Mr. Prospect that he can acquire the right not only to tell his friends that he is stockholder, but in their presence he can telephone the station and ask to have a song of his own selection rendered "by request of a stockholder." What more could mortal man desire? What more could any advertiser ask? He need not even trouble himself about copy. The stockholders of this great advertising medium will select copy for him!

M. L. Annenberg Resigns from Hearst Staff

Moses L. Annenberg, who has been associated with the Hearst newspaper and magazine interests since 1900, has resigned as president of the New York *Daily Mirror* and as a member of the Hearst Executive Council. Mr. Annenberg came to New York in 1921 as circulation director of the Hearst publications; prior to that he had been publisher of the Milwaukee *Wisconsin News*. He has been directing the activities of the New York *Daily Mirror* for the last year.

Mr. Annenberg plans to devote his time to his own interests.

Higgins Ink Account for N. W. Ayer & Son

Chas. M. Higgins & Company, Brooklyn, N. Y., manufacturer of Higgins American India Ink, etc., has appointed N. W. Ayer & Son to direct its advertising account.

Are You Missing the Unnamed Cities?

It's a well established practice among successful advertisers to cover different cities and territories from year to year.

The same rule will bring increased sales if applied in cities where the circulation of the two leading newspapers are nearly equal.

A good "second" newspaper in a big city represents a market far larger than many a town a sales manager loses his sleep over. It is one of the unnamed cities.

How many of these markets are you overlooking?

Over
105,000
Evening

BUFFALO TIMES

NORMAN E. MACK, Editor & Publisher

Over
110,000
Sunday

New York
Detroit

National Representatives
VERREE & CONKLIN, INC.

Chicago
San Francisco

Publishing

90%



HE

*The Daily News published 102,300 agate lines in the first five months of 1926 as against 8,785 lines in the next Chicago paper.

~~ of all local
photogravure
advertising in
Chicago~~

The Saturday
Photogravure
Section of~~

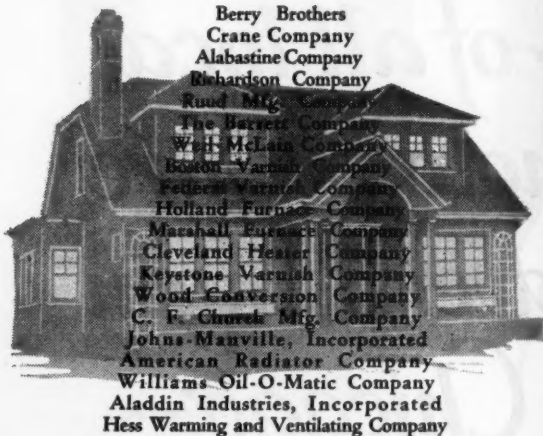
THE CHICAGO DAILY NEWS

First in Chicago

More Than One Half Million Wisconsin Readers Every Day

Building Business for Building Materials—

TWENTY leading national advertisers of building materials used *The Journal* exclusively in Milwaukee during 1925.



Your advertising dollars concentrated in *The Milwaukee Journal* alone will yield a maximum volume of business at a minimum cost in the rich Milwaukee-Wisconsin market.

The Milwaukee Journal

FIRST—by Merit

Read by More Than Four Out of Five Milwaukee Families

Dealers Junked Most of Our Window Display Cards

But Recently We Found Out What They Wanted and Now They Use Most of Them

By C. C. Casey

President, Work-Organizer Specialties Company

AT the convention of window display men in Chicago last summer, a hardware man from a small town in Illinois said that he received, each year, display material enough for 1,000 window displays, and that at the very most he could make only about 100 displays. The result was that he bundled up, each year, 300 or 400 pounds of display material and sold it for waste paper.

At about the time this convention was held, we were making a special research into this problem of window display material and a short time after that, we got out some display cards which seem to have been almost universally used. Prior to the research work, just about all of our display material was thrown away unused. It was very seldom that one of our display cards got into a window. Now, every dealer who gets them, almost without exception, is using them, either in the window or in the store or both if we can accept the reports of our salesmen in the field.

That is a most gratifying change of conditions, and it has been accompanied by a gratifying increase in the dealer's interest in our goods. About the middle of last summer, our representative on the Pacific Coast sat in my office and literally begged me to get out some real honest-to-goodness display material. He said that the display material we were then furnishing was hopeless. I knew it was but I didn't know the answer.

He was sold on the need for big, impressive and expensive display material — something that would cost us, in the quantities we would need, perhaps \$5 apiece or more. I didn't see how we could afford to have such expensive dis-

play material thrown away, and I had a feeling that a lot of it would be. I had seen material of that kind in the scrap-heap—a lot of it.

We had the matter up at a directors meeting and we were agreed that something should be done, though the directors did not okay any proposition of paying \$5 per set. In fact, they hedged on any definite price and wanted more facts first, and some assurance that dealers would use the material.

The result of this particular discussion was that I was urged to make a special research to see what kind of display material dealers as a whole will use.

It was agreed that our dealers were not really any different from dealers in other lines, and if dealers in other lines used any kind of cards at all, with any degree of enthusiasm, those would be the kind of cards our dealers would like.

I went downtown and spent two hours one hot day "window shopping" for display cards. I was not interested in the merchandise I saw, nor in the displays so much, but only in the display cards.

Then, I got into my car and drove across the State, about 250 miles, and back a different way, studying display cards in every town I passed through. Later, I made a similar trip of about 1,000 miles, in a car, through Indiana and Ohio, and another trip through Canada, of about 550 miles.

What I learned about display cards "as used," on those four trips, in which I must have examined at least 2,000 show windows, representing about every size, and kind, and line of business, we put into a set of display cards for our own use, with the

result as stated above, that these new cards are being used by practically every dealer who gets them.

Now I am going to tell you what I saw on these trips.

Not more than six windows in ten which I examined had any kind of display cards.

At least nine-tenths of the display cards that were being used were specially hand-lettered by the dealer, himself.

With the exception of neighborhood city-stores and specialty shops, which featured some one manufacturer's line almost exclusively, few dealers showed manufacturers' cards. With these exceptions, I don't believe more than 1 per cent of the windows I saw had any manufacturer's display material in them.

The bigger downtown stores almost never showed manufacturers' cards. The smaller dealers in outlying neighborhoods were the most liberal in their use of manufacturers' cards. If we considered these outlying stores alone, perhaps half of them use some manufacturers' cards nearly all the time.

The same general conditions ought to apply in the smaller towns, but they did not. With the exception of specialty shops, small-town stores were not at all liberal in the use of manufacturers' cards.

Everywhere I saw a preference for display cards that talked about the dealer's own business. These were nearly all hand-lettered except in the case of chain stores, where they were printed.

From this research, I gathered that dealers, especially the bigger dealers in every line, were about 99 per cent interested in themselves and their own businesses, and about 1 per cent interested in the brand names of manufacturers.

I also noted that manufacturers were about 99 per cent interested in their brand names, and about 1 per cent interested in the dealer's own business.

Back in our directors' meeting, we talked the matter over again, from a different angle, and with a different point of view.

We were unanimous in our

agreement that we would like our display cards to be 99 per cent "us" and 1 per cent "dealer." But we agreed that it was better to have them 99 per cent "dealer," and *used*, than 99 per cent "us" and thrown away.

So we started out with the first and most vital problem—get 'em used.

The instructions were to have that one vital consideration always uppermost in thought. The idea was that after we found a way to get the cards used by every dealer, we would get as much "us" into them as we could.

I was talking, the other day, with the head of the trade promotion department of a big house with many thousands of dealers, and he touched an angle which probably will be near home to every advertising man who reads this:

"The dealer, taking him as a group, won't use display material which plays up a manufacturer, but that is about the only kind of display material the average advertising man can get okeyed."

THE SOLUTION

I got around this by pointing out to the board of directors that if \$50,000 is paid for 20,000 sets of display material, and only 200 of them are actually used, then the cost is not \$2.50 per set, but \$250 per set. If a board of directors gets this fact clearly in thought, the members will not be so radical about demanding the company trade-mark all over the display material.

After we arrived at this fact, we started out to put the dealer's point of view first. We determined to make up a set of display cards that would boost the dealer.

We sell to commercial stationers and office equipment stores. The dealer's point of view is to sell himself as an office equipment store, and to sell office equipment for himself—not for any manufacturer.

One of the cards we designed had the following message in good-size type, and no other copy:

"Up-to-the-minute office equip-

ment helps any business to grow faster."

That was the dealer's point of view about 100 per cent. But we weren't satisfied even then. So we arranged to put the dealer's own name on each card.

That, you will say, leaves out all of the "us." But just remember that we started out to design a card that would be used. We determined to make the cards difficult to throw away.

We got ourselves back into the card by printing on it a good-size illustration of one of our products, and a small illustration of the same product in use, and then die-cut the card so these illustrations stuck up above the card.

AN IMPORTANT POINT

With the exception of these two illustrations we did not seem to appear on the cards at all. But we had not left ourselves out of the copy. We were in the copy, shouting about ourselves, at the same time we were shouting about the dealer.

While these cards looked to the dealer as though they were pretty much tailor-made for him, they really were also tailor-made for us. Don't overlook this point. We were in those cards as much as the dealer was.

For example, the message as quoted, "Up-to-the-minute office equipment helps any business to grow faster," became a statement relating to the goods illustrated, and especially to goods the card was displayed with, without referring any less also to everything in the store.

Also this statement about our own goods was "signed" by the dealer. That is, our printing his name at the bottom of the card was the same as if he had signed it as applying to our goods.

In actual practice and in the results produced by the cards, this copy, which looks on its face as if it were 100 per cent dealer copy, is more effective for us than if we had limited the application of the statement to our goods.

The display card, therefore, was even more effective for us than

it would have been if we had played up our trade-mark, or otherwise made the card all "us." But wording the selling talk as we did, touched the dealer's own interests and induced him to use it at least ten times as often as it would have been used if the copy had been made equally effective for us, but left the dealer out.

Putting the dealer's name at the bottom was a surprisingly simple matter, as we did it. The cards were prepared with a space for the dealer's name — with a green background. We have a Gordon press in our factory, and a fount of 48-point bold-faced type.

Each day, as the orders go to the shipping department, a list goes also to the printing department, and the dealer's name is set in this big type and a set of cards struck off, one card of each design for each dealer. We have seven different cards in our set. We also struck off a large, blue-gummed label to be pasted on the package after the cards are wrapped up.

By standardizing the method of locking up these names, and by arranging to have them imprinted when the press is open—that is, by arranging to have the press open at least once a day for these imprints—we were able so to simplify the operation that it costs us less than ten cents per set of seven cards to imprint them with the dealer's name—about 1½ cents per card. In an organization big enough to need hundreds of sets of cards every day, this cost could be very greatly reduced.

If an advertiser did not have his own press though—he could buy everything needed for about ten cents each on 2,500 sets of cards—he could arrange with a nearby printer to run these off once each day for around fifteen cents a set.

Easels, of course, were not put on the cards until after they were imprinted.

This plan has entailed no delay on shipments, for they can still go out the same day, if stock is available.

To illustrate the possibilities of

getting the dealer's point of view into the cards, without leaving ourselves out of them, I am going to quote the copy used on four more of these cards:

Up-to-Date Office Equipment speeds up the day of Business Success.

Any device which helps to Organize Mental Energy and time and pay-roll pays for itself over and over.

Any efficient device helps organize the resources of mind.

This store is a continuous Business Equipment Show. We invite you to see our entire Exhibit.

The last card does not look at all like advertising for us, but we found that the dealer liked it and put it on his counter; and that customers accepted the invitation to look around and see what they could see, which meant that ten times as many of these customers saw our goods on display as would otherwise have seen them. So it was good advertising for us even if it did not mention us—though a small illustration of our goods was shown on this card also.

These display cards are not expensive. We have kept the cost around fifty cents a set, including the special imprinting. They are small—two of them are 10½ inches by fourteen inches and five of them are seven inches by eleven inches.

Our salesmen were of the opinion that it was the big display cards that were used. We found that size had little, if anything, to do with the cards being used, especially in the big stores, and in country town stores. Our cards, though different, and distinctive, are neither big nor expensive. They are being used because we got the dealer's point of view. The dealer, himself, probably could not have designed better cards for his own use, and since he handles our line, he does not object to the illustrations of our goods on them.

Buys "American Journal of Surgery"

The American Journal of Surgery, New York, has been bought by Paul B. Hoeber, Inc., publisher, also of New York.

G. L. Sullivan Starts Own Agency at New York

George L. Sullivan has started an advertising agency at New York under the name of George L. Sullivan, Inc. Mr. Sullivan, who formerly was vice-president and secretary of Dorrance, Sullivan & Company, Inc., New York, is president. He was at one time with the J. Walter Thompson Company and Thomas F. Logan, Inc., and, for many years, was advertising manager of the Fisk Rubber Company, Chicopee Falls, Mass.

George L. Dyer Company Appoints R. L. Parker

Reed L. Parker has been appointed Western manager of The George L. Dyer Company, Inc. He will divide his time between the Chicago and New York offices of the agency. For the last two years Mr. Parker has been with Whiting & Company, investment bankers, Chicago, and before that was in the advertising business.

Charles Henderson, President, S. S. White Company

Charles Henderson, vice-president of the S. S. White Dental Manufacturing Company, Philadelphia, has been elected president and a director of the company, to succeed the late T. Edwin Hinckson. Mr. Henderson has been with the White company for thirty-four years.

H. K. McCann Appoints Bates Compton

Bates Compton, who has been in the medium department of The H. K. McCann Company, New York, has assumed charge of the work formerly handled by Frank F. Hilson, whose change of position was reported last week.

Wilbur Chocolate Account for Street & Finney

H. O. Wilbur & Sons, Philadelphia, Wilbur Buds, cocoa, chocolate, etc., have placed their advertising account with Street & Finney, Inc., New York advertising agency. Newspapers will be used.

Becomes Swenarton, Salley & Collins, Inc.

The name of Swenarton & Salley, Inc., New York printer, has been changed to Swenarton, Salley & Collins, Inc. There has been no change in personnel or ownership.

Duesenberg Motors Appoints Sales Manager

Douglas Andrews has been appointed sales manager of the Duesenberg Motor Company, Indianapolis, Ind., manufacturer of the Duesenberg automobile.



**5 Times the
capacity of the
World's Greatest
Stadium!**

Philadelphia's great new Stadium, built for the Sesqui-Centennial Exposition, accommodates 100,000 spectators. Every evening *The Bulletin* reaches more than five times that many homes in and about Philadelphia.

STAGE your advertising in this vast amphitheatre. It is true that "In Philadelphia nearly everybody reads *The Bulletin*." *The Bulletin* is Philadelphia's Newspaper. It has the largest circulation in Philadelphia, Camden and suburbs and the third largest in the United States.

The Bulletin dominates Philadelphia. It offers maximum impression at minimum cost. Associated Advertising Clubs of the World Convention Headquarters are in the *Bulletin* Building. Ask the *Bulletin* Advertising Staff to give you facts and figures. Check them up yourself while you are at the Advertising Convention.

Net Paid Daily Circulation for 1925
553,169 copies

The Evening Bulletin.

PHILADELPHIA

How To Cover Brooklyn

as well as all of New York City and nearby suburbs

At One Cost

Figures compiled by the Brooklyn Chamber of Commerce show that more than 40,000 persons moved into Brooklyn last year. (And Brooklyn is only one of New York City's five boroughs.)

Consider for a moment the requirements of these thousands of families. Food, clothing, homefurnishings, pleasures.

The Brooklyn Section of the New York Evening Journal keeps pace with growing Brooklyn. Its circulation grows month by month. A natural, healthy growth. Not by contests, prizes or solicitations, but the constantly increasing demand of men and women who lay three cents (5c Saturdays) on the nearest newsstand for a paper they enjoy reading.

More than two hundred and fifty thousand men and women brought the New York Evening Journal with its Brooklyn Section home every night last month. A NET PAID average for the six months ending March 31st, 1926, of 242,452 copies a day.

The Brooklyn Section of the New York Evening Journal is carried into more homes **EVERY NIGHT** than **ALL** of the other Brooklyn evening papers **COMBINED**.

Post Office Circulation Statements for the last six months ending March 31st, 1926:

<i>Standard Union</i>	63,010
<i>Brooklyn Times</i>	81,573
<i>Brooklyn Eagle</i>	75,395
<i>Total of all three</i>	219,978

*Brooklyn Section of the
New York Evening Journal
NET CIRCULATION*242,452

NEW YORK EVENING JOURNAL

The largest evening newspaper circulation in America **DOUBLE**
3c a copy daily—5c on Saturdays

Cover the Largest Market Most Effectively with the New York Evening Journal

You can reach nearly half of all the people in the New York market who buy any New York evening paper through the New York Evening Journal—without duplication and at one cost.

Here Are the Facts:

1. **CITY CIRCULATION**—the Evening Journal's City Circulation is 544,170 daily—exceeding the next two evening papers combined by over 68,000 copies.
2. **BROOKLYN CIRCULATION**—the Evening Journal's circulation in Brooklyn, Queens and Long Island exceeds that of all the Brooklyn daily papers combined.
3. **UPTOWN NEW YORK CIRCULATION**—the Evening Journal sells over 100,000 copies each day in Harlem, Bronx, Washington Heights, Fordham and Westchester County in addition to many more thousands of Evening Journals purchased **DOWNTOWN** and carried home into these sections.
4. **WESTCHESTER CIRCULATION**—in this wealthiest suburban territory in the United States the Evening Journal outsells all other New York evening newspapers.
5. **LONG ISLAND CIRCULATION**—in towns within New York suburban territory the Evening Journal outsells all New York evening newspapers.
6. **NEW JERSEY CIRCULATION**—in towns within New York suburban territory the Evening Journal outsells all New York evening newspapers.
7. **SUBURBAN CIRCULATION**—throughout suburban New York within the fifty-mile shopping area the Evening Journal has more circulation than all the other New York evening papers combined.

The average daily net paid circulation of the New York Evening Journal for the six months ending March 31, 1926, was

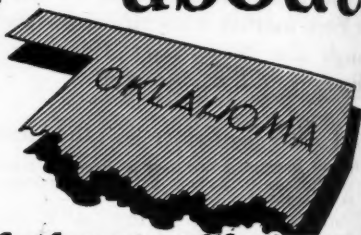
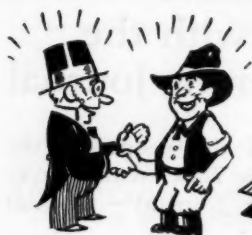
696,447 COPIES A DAY
3c A COPY DAILY
5c ON SATURDAY

94 per cent of the Evening Journal's Circulation Concentrated in the New York Shopping Area

NING JOURNAL

DOUBLE the circulation of any other New York evening paper PLUS 107,563

Even Bankers are Optimistic about



-because of the steadily increasing prosperity of Oklahoma Farmers!

RECENTLY a New York banker—Mr. A. M. Young of the Chase National Bank—visited much of Oklahoma. In speaking of the business conditions of this rich farm market, he said, "A bumper wheat crop seems assured. Oklahoma oil production keeps money in the right channels, and prospects are good in other lines. With all this, nothing can keep this state from enjoying one of its greatest years in 1926. All sections of Oklahoma are enjoying prosperity and the bankers are optimistic over prospects."

Thus does the prosperity of rural Oklahoma impress visiting bankers. Are you taking advantage of the profit-making opportunities in Oklahoma through advertising in the state's *only* farm paper, the Oklahoma Farmer-Stockman?

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
Editor

Ralph Miller
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

American Radiator Shows How to Get Jobber's Co-operation

In Marketing Airid Air Valves, the Company Secured the Active Support of Both Wholesaler and Retailer

By Warner Bates

THE plumbing and heating trade through which the American Radiator Company sells its products has never been conspicuous for merchandising effort, especially the retail end of it. Few retail plumbers and heating contractors ever had any training or experience in merchandising. Because of the nature of the business, not many of the smaller concerns possess effective merchandising facilities, many being basement shops or poor stores in out-of-the-way locations.

This is the reason why the average plumber or steamfitter has made little or no progress in selling the accessories of his business over the counter. There is the further drawback that few consumers ever think of going inside such establishments—we telephone usually when we want work done or estimates on a job.

Even with the trade so poorly organized for counter merchandising, it is possible for a manufacturer, with a proper conception of the scope of his own merchandising obligations to the wholesaler and the retailer, to obtain valuable co-operation. This fact is indicated by the experience of the American Radiator Company in marketing a product known as the Airid Air Valve.

The company, prior to marketing the Airid Air Valve, had sold similar products for years, but largely for installations of definite jobs. No systematic and concerted effort had been made to induce the trade to sell single valves or small lots to individual consumers for replacement purposes.

When the Airid Air Valve was devised, the company believed it had found a superior product. Its special features pointed to the advisability of developing the replace-

ment market. Because of the magnitude of the task presented by the retail end of the proposition, it seemed advisable to centre educational efforts on the jobber and find means of inducing him to assist in educating the retailer.

A study of similar efforts in different lines showed that it was not impossible to secure jobber co-operation and a plan was made, based largely on successful experiments in other fields.

THE FIRST STEP

First, the specialties department of the company designed a display carton carrying one dozen each of the Airid Air Valves. When opened in the window or on the counter of the dealer, this container set the product off attractively and got across an advertising message.

An assortment of wall signs, posters, counter and window display cards, all carrying the thought that Airid Air Valves "make cold radiators hot" and stating that they "fit any radiator" was produced. Broadsides and literature describing the selling plan were prepared.

In September, 1921, Airid Air Valves were announced experimentally in seven of twenty-odd branch territories covering the entire country. The company's specialty men had been trained to sell the new product and explain to the jobber the plan of retailer education so that this work started simultaneously with the distribution of the advertising material and the announcements made through trade publications.

The initial reception of the product was considered excellent. A check-up just before the end of the year showed that in less than four months the seven branches had sold a volume of Airids in excess

of the previous annual sales of a similar product.

It should be stated here and borne in mind in considering the facts presented in this article, that the Airid Air Valve, while not the highest-priced article of its kind on the market is close to the top.

Beginning with January, 1922, the company introduced Airids in all its other branches, but some changes in the marketing plan were adopted based upon experiences in making initial sales in the limited number of territories selected for the experimental campaign.

It was found advantageous to give the jobber a proposition that would insure a sufficient stock of goods and at the same time give him a special profit, thus gaining both his enthusiasm and support.

A plan was worked out whereby the jobber, contracting for ten gross at a time, with an initial delivery of only one gross and subsequent automatic deliveries at the rate of one gross a month, received the advantage of the longer profit which the company could afford to give on a ten-gross order. The jobber was asked to pay for the goods only when and as he received them.

Because this new plan stabilized production for several months ahead and flattened the sales curve in what is normally a highly seasonal industry, it lowered costs and brought about reductions in price later on. The contract guaranteed the jobber against upward price changes and promised him adjustments in the case of price reductions.

Then, the American Radiator Company started an Airid Air Valve advertising campaign in general periodicals of national circulation and this had an immediate effect on both wholesalers and retailers. More extensive trade-paper advertising was also used.

The object of the general advertising was to induce the consumer to go to the plumber or steamfitter for a trial Airid Air Valve or else to secure a sample unit from the company at the regular

retail price, so that he might test the product.

The 1922 results were highly satisfactory. Total sales were several times the volume the company had previously obtained with other types of air valves. They were also higher in proportion than the excellent results obtained in a few territories during the last four months of the previous year.

The company secured from the jobbers lists of their salesmen with home addresses. A mailing campaign was started to bring to the attention of these salesmen the selling points of the product and the necessity for showing the retailer effective displays and modern merchandising methods. This work was supplemented by having the company's salesmen talk at Saturday morning meetings of the jobber's salesmen.

At the present time, this work has developed to a point where the company's salesmen are supplied with a large-size portfolio containing giant reproductions of Airid Air Valves, as well as other specialties, together with keynote facts about the products. These portfolios are displayed at the meetings on specially constructed easels. The salesman is supplied with a handbook presenting outlines of various talks he should give.

A special large cloth sign was early produced for the jobber's use in his counter room and American Radiator salesmen were instructed personally to put up a sign in each wholesaler's establishment.

CULTIVATING THE COUNTERMEN

Knowing that piecemeal buying is becoming the order of the day and that, consequently, steamfitters and plumbers visit the jobber's counter room more often than in the past, salesmen were instructed to develop close friendship with the jobber's countermen and to impress upon them their part in educational work with the retailer. The jobber was also requested to further this work.

While this sort of work with the forces of the jobber is not new



Again—

The News broke all
records for 56 years
by publishing

416,232 *agate*
lines

of NATIONAL ADVERTISING

in MAY, 1926 (26 publication days)

The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

or sensational (in fact, it is no more than any enterprising manufacturer should be constantly doing) it is interesting to note that the company found it one of the most productive phases of its promotional plan. The jobbers, their salesmen and countermen were even more responsive than the company had expected.

The company wrote to 1,000 purchasers of sample Airids to get their reaction to the product. The return from this mailing was unusually high—35 per cent. Various letters were selected and presented to the jobber in a broadside to show him the sales and repeat sales possibilities of Airid Air Valves.

Some striking examples of trade co-operation are found in the company's files. There is plenty of proof in these specific reports of campaigns put on here and there by both jobber and retailer that individual dealers were able to increase their gross sales materially simply by applying ordinary methods of merchandising to a new specialty in their field.

This account of a continuous educational campaign of more than four years is necessarily sketchy. Many other broadsides besides those specifically mentioned were used, while electros and other dealer aids are being offered continually.

One more point should be mentioned. No effort has been made at any time to offer jobbers' salesmen commissions, prizes or premiums.

United Shoe Machinery Profit Gains

The United Shoe Machinery Corporation, Boston, reports net profit, after taxes, of \$8,050,920, for the year ended February 27, 1926. This compares with \$6,502,741 for the previous year.

Joins Buffalo "Courier"

Robert Graham, formerly with the Vanderbilt newspapers, is now in charge of financial advertising of the Buffalo *Courier*.

F. A. Jamison has joined the advertising staff of *La Revue Moderne*, Montreal.

Pittsburgh Steel Company Appointments

The sales departments of the Pittsburgh Steel Company, Pittsburgh, Pa., and its subsidiaries, the Pittsburgh Steel Products Company and the National Steel Fabric Company, are now under the management of one sales executive, Richard R. Harris, who has been made general sales manager. Mr. Harris has held a similar position with the Pittsburgh Steel Products Company for the last twenty years.

George W. Jones, who has been assistant general manager of sales of the Pittsburgh Steel Company, has been appointed manager of sales, succeeding J. F. Hazen, resigned. Charles F. Palmer, formerly manager of the Chicago office of the Pittsburgh Steel Products Company, is now manager of sales of that company.

New Accounts for Peoria Agency

The Frank P. Lewis Cigar Company, Peoria, Ill., has appointed the Mac Advertising Agency, of that city, to direct its advertising account. A newspaper campaign is being prepared for the fall. This agency has also been appointed to direct the technical and agricultural paper advertising of the Inland Construction Equipment Company, Keokuk, Iowa.

B. T. Babbitt, Inc., Buys St. Louis Lye Business

B. T. Babbitt, Inc., New York, has purchased the business, good-will, trademarks and brands of the Wm. Schield Manufacturing Company, St. Louis, maker of lye. The brand names under which their lye was sold were: Red Devil, Alamo, Soap-O and Sledge Hammer. They also made Red Devil cleanser.

Gelatine Account for Albert Frank Agency

The Plymouth Rock Gelatine Company, Allston, Mass., has placed its advertising account with the Boston office of Albert Frank & Company, advertising agency. Newspapers will be used in a summer campaign for Plymouth Rock All-prepared Coffee Jelly.

Allied Newspapers Transfers W. J. Stenhouse

W. J. Stenhouse, who has been with the Cleveland office of Allied Newspapers, Inc., publishers' representative, has been transferred to the Chicago office of the company.

South Dakota Press to Meet at Brookings

The South Dakota Press Association will hold its summer session at Brookings, S. D., on August 12 and 13.

Five Years Steady Growth

AT the end of certain periods each year, it is customary to take stock of the condition of any business by comparing the progress made that year with the progress made in the same periods of previous years.

The tabulation below gives the combined advertising lineage of Vogue, Vanity Fair, and House & Garden for the first six months of each year from 1922 to 1926.

1922— 919,560 lines

1923—1,244,566 “

1924—1,352,401 “

1925—1,452,652 “

1926—1,782,556 “

Each year, each one of these three magazines has shown a substantial individual gain in advertising over the same period of each preceding year.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations



Boston proper is but one borough of the 40 that make up Boston

Boston is a town and Arlington is a town, but never are the two separated, save by the artificial lines on the map. For what Boston desires, Arlington wants; what Boston does is done in Arlington too; what influences Boston also is felt in Arlington.

For Arlington is a part of "Business Boston"—the Boston that can be influenced by the national advertiser. This is the great, thickly populated area lying within a radius of fifteen miles of the center of Boston and dominated by the Boston newspapers. Within it are 40 towns, each individual and distinct in census statistics, but actually boroughs of Boston in the trading, business sense. In this, the business man's Boston, live 1,808,845 people.

Double the radius to 30 miles, and you add nearly another million, not quite so concentrated, but still under the same influence and inspiration.

Your Boston, then, contains nearly three million people—an immense entity, accustomed to live well, buy wisely, to create, earn, and spend. This, the fourth richest market in the country, can be yours. But you must know how to enter it.



ARLINGTON is an independent community on the map, a populous section containing 24,943 people. Yet in the map of trade it is but a part of Business Boston. Here live commuters and those who serve their home needs. You cannot distinguish these people from those who live in Boston itself.

Divided strength

While these 40 cities form Business Boston and are apparently a single unit, actually this vast market is divided by an invisible line into two great population groups. These groups differ in sentiment, tradition and origin. They feel and think differently, read different newspapers, are influenced by different appeals. This population diversity is so strong that no single newspaper can appeal successfully to both groups.

To reach both of these population divisions, at least two newspapers must be used—the *Herald-Traveler* and one of the other three leading papers. For three of the four major newspapers in Boston appeal to one group, while the other is covered by the *Herald-Traveler* only. A glance at all four papers will convince you of this.

It is important for you to know more about this strange situation. Let us send you our booklet, "Business Boston." Read it, and you will be ready to enter this market with success assured. Send for it today.

BOSTON HERALD-TRAVELER

Advertising
Representative
George A. McDavitt
Company
250 Park Avenue,
New York, N. Y.
914 Peoples Gas
Bldg.,
Chicago, Ill.



For five years the *Herald-Traveler* has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

Circulation Gains

For The Detroit News



This area is thoroughly covered by The News alone.

36,169
Sundays

28,884
Weekdays

*Between May, 1925
and May, 1926*

With a circulation of approximately 350,000 Sundays and 320,000 week days, The Detroit News today shows an increase over a year ago of 36,169 Sundays and 28,845 week days. An increase equivalent to the total circulation of many an important newspaper in cities of 75,000 to 100,000 population. Glance through any list of newspaper circulation and note how many media of between 28,000 to 36,000 circulation you consider important for your campaign. Then remember that this represents only the increase for The Detroit News. Then will you realize what an important market the Detroit field is—all the more important because its one big newspaper, The Detroit News, covers it thoroughly. No other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Detroit's HOME Newspaper

How We Announce New Products to Our Sales Force

Johnson & Johnson Have Developed a System Which Gains Quick and Permanent Distribution for New Items

By George D. Johnson

Director of Publicity, Johnson & Johnson, Inc.

"GIVE us something new," was the plea of the traveling salesman who called on the drug trade some years ago. Experience had taught him that a casual reference to the weather wasn't the ideal way of gaining the attention of a druggist and he knew he had to have attention before he could arouse any interest.

So he wanted something new to talk about. A new product always took the druggist past the attention and interest stages and opened the way for sales for the regular line. No wonder the salesman wanted something new for every trip. The custom was so general that druggists greeted the travelers with: "Well, what have you got new today?"

There had to be a limit to this, however. Druggists, in time, found that they were carrying far too many items in stock and they began to show an interest in turnover and carrying charges and such things. Manufacturers finally learned that a multiplicity of products raised their overhead much more rapidly than it increased their sales volume.

Today, a salesman is not so enthusiastic about new products. When he approaches a druggist with something new, he is apt to hear: "I haven't had any call for a thing like that. When I do I will buy it. You will have to create a market for it before I want any. I am carrying a greater variety of things now than I ought to." The salesman must have a meritorious and interesting proposition to hurdle that barrier.

For this reason manufacturers are not so anxious to introduce new products unless they are pretty well satisfied that the item

is in step with the march of progress. When a salesman receives a notice from his house that a new item is ready for the trade he usually is not surprised, for more likely than not he has not had a part in perfecting it, and he is already satisfied that the item is a good one.

In our own organization, for instance, the salesman knows that the new product has traveled a long way before it is ready for the trade. It might be interesting to take a hasty trip over the road of preparation and note the steps that are taken before a new product is ready for the trade.

IDEAS ARE ENCOURAGED

The idea or suggestion must come first. All of our employees are encouraged to make suggestions at any time on any subject pertinent to our business. We have a Suggestion Board to pass upon these suggestions and to reward those whose ideas seem practicable. Many ideas are submitted by persons both inside and outside of our organization. A promising suggestion for a new product is passed on to the Project Board which gives it a rigid examination. An idea must pass the Board with a high mark to deserve any further consideration.

If it does pass, the Research Laboratory gets the suggestion. It makes the product and puts it through all the required tests. When the Laboratory is satisfied the product is submitted to a number of people in our own organization, who must make written reports. As a result, it is often found advisable to make changes in the character or form of the product. The salesmen are also called upon to register their

opinion as to whether such a product will be acceptable to the trade. As a final precaution samples of the product are sent to a number of people outside of our organization who are in a position to give an unbiased opinion.

When the reports all along the line are favorable, the new suggestion goes to the Board of Control for a final decision. If this Board decides that the product should be added to our line, our salesmen are notified through a circular letter sent out by the sales manager. This letter fully explains the advantages of the product. A number of packages of the product are sent to the salesmen so that they may use the item themselves and become perfectly familiar with it. Samples of the advertising helps available are also sent to them together with illustrations of the display material available.

The product is announced to the trade through our house magazine, the "Red Cross Messenger." If it is a product which the medical and nursing professions and hospital staffs are interested in, it is announced only in "Notes and Abstracts," a house publication which is sent to these professions.

Our salesmen can secure wide distribution for a new product, but initial sales mean little in determining its success. We sustain the salesman's interest by discussing the new product in subsequent letters, about a month apart, and we enlist the interest of the dealer through illustrated articles in the "Red Cross Messenger," continuing for several months.

If repeat sales confirm our belief that the public wants this product, we strengthen our dealer helps and back up the dealer with advertising in mediums reaching the class of people who are the best prospects for the product.

Sometimes, the product is of such a nature that the ordinary means of publicity are not sufficient to convince the public. We introduced such an item not so long ago. It is a combination gauze pad and adhesive plaster. We call it Band-Aid.

When we wrote about it, we did not succeed in arousing much interest, but nearly every one who saw it demonstrated declared it to be a household necessity. It is intended for quick and neat dressing of minor injuries. The housewife who cuts her finger has been accustomed to hunting up a bandage. If she is clever at it, she can slit the end of the gauze into a string to tie the bandage in place. But more often she has to hunt up a piece of string. At the best, a clumsy looking dressing is the result. If she has Band-Aid in the house, she can cut a piece of the required size, place the gauze pad over the injury and press down on the adhesive tape ends. It is all done in a few seconds and the result is a neat looking dressing.

When you see it done you realize that Band-Aid is a decided improvement, but it takes a demonstration to get the sales message across effectively. To introduce this item we first had the salesmen demonstrate its usefulness in their own homes. Then, they carried it with them and demonstrated it to their customers. They had no trouble placing it, but they did find it slow work getting the dealers to demonstrate it to their customers. Wherever dealers have demonstrated it, through sample packages which we furnish, they have developed a good sale.

HIGH-PRESSURE TACTICS AVOIDED

We do not try, through high-pressure tactics, to force our salesmen to back a new product to the limit. We recognize that they have first-hand information about the trade conditions, and when a majority of the salesmen show "thumbs down," we withdraw the article. We do, however, expect them to try out the product with their trade and we tell them quite frankly and fully just why we think the item is worthy of their best co-operation. We have but one way of getting this information to the salesmen—through the regular salesmen's circular letter. These are not issued at any set time, but as occasion demands. They are only sent out

“The French Government has purchased for the “Jeu de Paume” National Museum my favorite picture “Dream and Reality,” which was published as a cover of Harper’s Bazar in February, 1923.”



Erté is one name from a distinguished list—the contributors to Harper’s Bazar. No magazine takes greater pride in its excellence.

Etienne Drian — Baron de Meyer
Reynaldo Luza — Mary MacKinnon
Helen Dryden — Grace Hart
Henry Raleigh — Bernard B. de Monvel
Ralph Barton — Everett Shinn
Michael Arlen — Joseph Hergesheimer
Anita Loos — Irvin Cobb

Harper’s Bazar

when we have something important to say. With each letter goes a form which the salesman must sign and return giving the date he received the letter. In this way we have an absolute check and know when letters go astray. If the letter is not acknowledged within a reasonable time, a second one is sent. Our office record must show that every letter has been acknowledged by every salesman.

It has been our experience that salesmen, when they are not overloaded with instructions, when they know that every circular communication from the sales manager is important and just as personal as a specially dictated letter, will co-operate heartily with all suggestions coming to them from the house they represent.

A. W. Cooley Forms Inland Newspapers, Inc.

Arthur W. Cooley, vice-president and general manager of Carpenter & Company, publishers' representatives, has disposed of his interest in that company and organized his own business at Chicago under the name of Inland Newspapers, Inc. He will represent Illinois and Indiana newspapers. The Waukegan, Ill., *Daily Sun* has appointed Inland Newspapers, Inc., as its advertising representative.

File Preston P. Lynn's Will

The will of Preston P. Lynn, general manager of the John Wanamaker New York store, whose death was reported in last week's issue of *PRINTERS' INK*, was filed in the Surrogates Court at New York on June 5. The value of the estate is not known. Over \$200,000 was left in specific bequests to nieces and nephews. The residue is to go to the Good Shepherd Home, of Allentown, Pa.

Oil Burner Account for Philadelphia Agency

The American Nokol Company, Chicago, manufacturer of Nokol oil burners, has placed its advertising account with Donovan-Armstrong, Philadelphia advertising agency.

H. A. Lee Made Klearflax Advertising Manager

Horace A. Lee, recently engaged in advertising service work at Minneapolis, has been appointed advertising manager of the Klearflax Linen Looms, Inc., Duluth, Minn.

What Establishes Selling Prices?

E. KATZ SPECIAL ADVERTISING AGENCY
NEW YORK, June 4, 1926.
Editor of PRINTERS' INK:

Anent the leading article in your May 27 issue on the ignorance of even the intelligent public on the relation of advertising to the prices of advertised goods, how would it do to let the public know the facts (not new, by any means) to the effect that aside from production and selling costs, competition and only competition or the lack of it, governs the average selling price of all merchandise?

Advertising cost is contributory to prices, but its operation is by no means uniform. One can cite countless illustrations to prove apparently that advertising increases the price of goods as well as countless more to prove apparently that advertising decreases the price.

Two rather trite examples: (1) Gillette Safety Razor. Price \$5.00 and much advertising when Gillette had a monopoly, whereas now, price 25 cents and little advertising since Gillette lost the monopoly and had to meet competition. (2) The Automobile Industry. Manufacturing costs are higher than ever before. The companies are advertising at least as heavily as in the past and probably more so. All production has increased and prices have decreased. You can buy more automobile per dollar today than ever before because manufacturers are forced to meet competition.

The well-known truth is that the average price of all merchandise is just about all the traffic will bear.

Why so much mystery? Advertising is simply mass selling and must be calculated with all other selling costs.

What is to be gained by trying to make the dear public believe that all advertising decreases consumer prices when it does not—always?

Aside from production and selling costs, competition and competition only, or the lack of it, establishes the average selling price of all merchandise.

E. KATZ SPECIAL ADVERTISING AGENCY,
G. W. BRETT.

Bert Barnes Joins Eaton & Gettinger

Bert Barnes has joined Eaton & Gettinger, Inc., New York printer. He will be in charge of a newly formed direct-mail department. Mr. Barnes was recently sales and advertising manager of the Clermont Hill & Lake Company, Clermont, Fla. At one time he conducted an advertising agency business at Los Angeles.

New Accounts for Russell T. Gray Agency

The Whiting Corporation, Harvey, Ill., foundry equipment, railway specialties, etc., and its subsidiaries, the Swenson Evaporator Company and the Grindle Fuel Equipment Company, both of Harvey, have placed their advertising accounts with Russell T. Gray, Chicago advertising agency.

True Pictures



WE are no longer asked why we illustrate TRUE STORY MAGAZINE with posed photographs. That method has long since justified itself. The *true picture* rivals in interest the *true story*.

Our studio in the Macfadden Building has every sort of photographic equipment required for illustration purposes. frequent requests from advertisers and agencies for our services in helping them develop the *true picture* idea in advertising copy.

And while we are busy on our own work nearly every hour of the day, we are never too busy to respond to We do not give that service free, but we do render it on a cost basis to further the interests of our advertising friends.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

In six monthly issues of *The Country Gentleman* (January 1926 to June 1926 inclusive) there appeared more advertising lineage than in the first 26 weekly issues of 1925

The Cuntry Gentleman

The Modern Farm Paper

More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

- Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland

Men who strike OIL

do not merely drift around and drill at random: they concentrate in areas where expert geologists know that oil exists.

Advertisers *who get best* RESULTS—

do not broadcast aimlessly to all the world—they concentrate on reaching people who are known to be prosperous.

The New York Herald Tribune appeals particularly to prosperous progressive readers; it is a complete modern newspaper, interesting and dependable.

In addition to its comprehensive circulation of highest grade within the city limits of Greater New York, the Herald Tribune has the largest circulation on week-days of any standard size New York morning newspaper throughout the residential suburbs.

And 32 percent of the men listed in the Directory of Directors—New York's most influential executives—have their homes in the suburbs.

That is why advertisers who *study* conditions use the Herald Tribune—they know it reaches families who are really able to buy.

NEW YORK
Herald Tribune

"Painless Extraction" Advertising Collects City Taxes

A Youthful Wisconsin Mayor Cuts Delinquencies Sharply and Increases Municipal Revenues Through Unique Advertising Which Tells Citizens Exactly How the Money Is to Be Used.

ADVERTISING of a novel sort recently enabled the City of Washburn, Wis., to cut its delinquency tax 10 per cent, raise the money needed to meet its expenses and get over \$5,000 more than it had figured on.

The city's treasury now is in a more flourishing condition than it has been since war-boom days.

When the city had a population of 10,000 and a large pay-roll coming into the pockets of its citizens each week from a neighboring munitions plant, the city had few problems. Delinquency in paying taxes descended to 8.4 per cent.

But with the end of the war, it became difficult to get the cash the city needed to meet its bills. Expenses were as high as ever, but many of the assets were in the form of "taxes receivable." In 1924, the tax delinquency was 32.9 per cent. Like a going business, the municipal government craved cold, hard cash to meet obligations.

Paul Ungrodt, a twenty-five-year-old college graduate, was elected mayor. He increased city income 11 per cent and chopped expenses 11 per cent. He boosted the tax rate from 5.03 per cent to 7.15 per cent. Even with the high rate, delinquency became only 2 per cent higher.

When the tax roll was opened the first of this year, the money did not come in very rapidly. It appeared as though the delinquency percentage this year would be the highest ever—so high, in fact, the city might have to borrow money.

The mayor, who also is one of the proprietors of a local hardware store, began to advertise aggressively. Liberal space was

taken in the local papers with copy which attempted to make the extraction of taxes as painless as possible by telling the public exactly why the money was needed. The advertising was signed by the City Council.

Slides in the local movie houses also preached the same gospel and gradually the cash began to flow in. The roll was held open as long as it could be. When it was closed, the delinquency was found to have been reduced 10 per cent, down to 24.5 per cent, \$66,300 in cash of a tax roll of \$87,000 was on hand (\$5,000 more than the city fathers had dared to figure on) and the city was once more on a healthy basis.

Plan General Meeting of Trade Associations

The American Supply and Machinery Manufacturers Association, has formed a committee to make an effort to bring together at a general meeting members of the more than 500 trade associations. The meeting will be called to discuss the need of amending the Sherman and other anti-trust laws.

Silver Spray Account with Matteson-Fogarty-Jordan

The advertising account of Silver Spray, a new beverage made by The Fitger Company, Duluth, is being directed by the Matteson-Fogarty-Jordan Company, Chicago advertising agency. Newspapers are being used.

E. R. McBride with Pittsburgh Agency

E. R. McBride, formerly with the Pittsburgh office of the Frank Presbrey Company, Inc., has joined the copy staff of Barker, Duff & Morris, Pittsburgh advertising agency.

Easton, Pa., "Free Press" Appointments

John W. Mann, secretary-treasurer of the Easton, Pa., *Free Press*, has in addition, been made business manager. L. N. Wagner has been appointed director of the advertising department.

Percy O'Gorman Advanced by Durham-Duplex Razor

Percy O'Gorman, assistant advertising manager of the Durham-Duplex Razor Company, Jersey City, N. J., has been appointed advertising manager.

Details of Lord & Thomas— Thomas F. Logan Merger

The New Organization Will Have Headquarters at Both
New York and Chicago

AS reported in PRINTERS' INK last week, Lord & Thomas, of Chicago, and Thomas F. Logan, Inc., of New York, will be merged on July 1. The name of the new corporation will be Lord & Thomas and Logan. Albert D. Lasker, chairman of the board and president of Lord & Thomas, will be chairman of the board and Thomas F. Logan, president of Thomas F. Logan, Inc., will be president.



ALBERT D. LASKER

Mr. Lasker was elected president of Lord & Thomas in 1915. In 1921, he retired from the agency to accept an appointment as chairman of the United States Shipping Board, which position he held until 1923 when he returned to Lord & Thomas as president and chairman of the board.

Mr. Logan established the Logan agency in 1919. He previously was an advertising and publicity counselor at Washington and was sent to Europe as special shipping commissioner. Mr. Logan also had been vice-chairman of the Welfare Committee of the Council of National Defense.

All of the officers of both agencies will be retained by Lord & Thomas and Logan. Headquarters will be at New York and Chicago and Mr. Lasker and Mr. Logan will have offices at both cities. Branch offices will be maintained at San Francisco, Los Angeles, Washington and London.

In announcing the merger of the two agencies, Mr. Lasker said: "The new corporation of Lord & Thomas and Logan, in capital, personnel and volume of

business, will rank as one of the largest institutions of its kind in the world, placing an annual volume in excess of \$20,000,000. It will bring together one of the oldest and one of the youngest

among the leading advertising agencies."

Lord & Thomas was established fifty-three years ago and the Logan agency seven years ago.

Among the principal advertising accounts which Lord & Thomas are directing are:



THOMAS F. LOGAN

All-Year Club of Southern California, Los Angeles.

American Tobacco Company, New York, Lucky Strike cigarettes and Blue Boar cigarettes and tobacco.

American Walnut Manufacturers Association, Chicago.

AutoStrip Safety Razor Company, New York.

Bissell Carpet Sweeper Company, Grand Rapids, Mich.

Brandes Products Corporation, New York, radio headsets, loudspeakers, etc.

Brunswick-Balke-Collender Company, Chicago, Brunswick phonographs, billiard tables, etc.

California Fruit Growers Exchange, Los Angeles, Sunkist fruits.

California Olive Growers Association, San Francisco.

California Walnut Growers Association, Los Angeles, Diamond Brand walnuts.

Cellucotton Products Company, Chicago, Kotex.

Holeproof Hosiery Company, Milwaukee, Wis.

Robert A. Johnston Company, Milwaukee, Wis., candy.

Jung Arch Brace Company, Cincinnati, Ohio.

Julius Kayser & Company, New York, silk hosiery, gloves, etc.

Liberty, New York.

The Palmolive Company, Chicago, Palmolive soap and shaving cream.

The Pepsodent Company, Chicago, Pepsodent dentifrice.

Quaker Oats Company, Chicago, Quaker Oats, Puffed Rice.

The Northam Warren Corporation, New York, Cutex, Creme Elcaya, etc.

Thomas F. Logan, Inc., is direct-

Remember This Story?

Remember the story of the Texas cowboy who imbibed too freely from the cup that cheers and loudly declared that he could whip any man in the room?

♦ ♦ ♦

Then he said he could whip any man in the town.

♦ ♦ ♦

He followed up this remark with the declaration that he could whip any man in the county. Then someone got up and "knocked him for a row."

♦ ♦ ♦

The cowboy simply took

in a little too much territory.

♦ ♦ ♦

The Chicago Evening American lays no claims to being able to "deliver" Iowa, Michigan, Wisconsin or Indiana to an advertiser.

♦ ♦ ♦

It does, however, point out the fact that here in Chicago it can take a sales message into more HOMES than can be reached through any other daily newspaper. And there's business aplenty in the Metropolitan Chicago district.

CHICAGO AMERICAN
a good newspaper

*Largest Circulation of Any Chicago Evening
Paper—and Third in America*

An Announcement

MR. RODNEY E. BOONE

has been appointed

GENERAL MANAGER

of

NATIONAL ADVERTISING

OF THE

Chicago Evening American
Detroit Times

Wisconsin News

Rochester Journal

Boston American

Boston Advertiser

HEADQUARTERS

9 EAST 40th STREET

NEW YORK

ing the following advertising accounts, among others:

American Brass Company, Waterbury, Conn.

Anaconda Copper Mining Company, New York.

Consolidation Coal Company, New York.

Edison Electric Appliance Company, Inc., Chicago, Hotpoint electric appliances.

Electric Household Utilities Corporation, Chicago, Hurley-Thor washing machines.

Electric Vacuum Cleaner Company, Cleveland.

General Electric Company, Schenectady, N. Y., educational advertising and merchandise department.

International General Electric Company, Schenectady.

International Mercantile Marine, New York.

National Electric Light Association, New York.

New York Central Lines, New York.

Postal Telegraph-Cable Company, Inc., New York.

Radio Corporation of America, New York, RCA radio sets and equipment.

Southern Railway System, Washington, D. C.

The merger of these two large advertising agencies is interesting in view of the general trend toward mergers of commercial companies during the last year.

Form New Advertising Business at New York

The Artwil Company is the name of a new advertising business that has been formed at New York by Arthur Bandman and William Newman. Mr. Bandman was formerly with Bloomingdale Brothers, New York department store, and more recently was in charge of the advertising and the merchandise division of the Sperry & Hutchinson Company, also of New York. Mr. Newman was formerly advertising and sales manager of Buegeleisen & Jacobson, New York.

Folmer-Graflex Officers Elected

Walter F. Folmer and Ernest A. Smith have been elected vice-presidents of the recently organized Folmer-Graflex Corporation, Rochester, N. Y. Harold W. Stimpson was made treasurer and A. Willis West, secretary. The election of William F. Folmer as president was reported in a previous issue.

J. L. Carey Joins Duplex Truck Company

John L. Carey has joined the Duplex Truck Company, Lansing, Mich., as sales manager. He formerly held a similar position with the United Motor Products Company, Grand Rapids, Mich.

Mississippi Passes Advertising Bill

TO an extent not exceeding one mill of the assessed valuation of the county or municipality, Mississippi counties or municipalities may now contribute to any advertising fund of any organization or may launch their own advertising campaigns independent of any organization. These provisions are contained in House Bill 110, passed by the recent session of the State legislature and signed by the Governor.

The Gulf Coast region of Mississippi is said to have been especially interested in securing the passage of the law in order that it might broaden the scope of its advertising to winter tourists. This follows the success of less adequately financed campaigns. Other sections of the State, especially the prairie and the delta sections, are said to be considering advertising campaigns of national scope.

The bill in full follows:

An Act to authorize and empower the boards of supervisors and boards of aldermen to provide for advertising the resources and possibilities of the various communities, counties and sections of Mississippi.

SECTION 1. Be it enacted by the legislature of the State of Mississippi, that the boards of supervisors of any counties in Mississippi, and the mayor and board of aldermen or board of commissioners of any municipality in the state of Mississippi be and the same are hereby authorized and empowered, in their discretion, and are given the right and authority to set aside, appropriate and expend monies, out of the general fund of said county or municipality in an amount not to exceed one mill of their respective valuation and assessment for the purpose of advertising and bringing into favorable notice the opportunities, possibilities and resources of such municipality or county.

Sec. 2. Such advertising shall be taken to include newspaper and magazine advertising and literature, publicity, expositions, public entertainment or other form of advertising or publicity, which in the judgment of such board or boards will be helpful toward advancing the moral, financial and other interests of such municipality or county.

Sec. 3. That in the expenditure of such funds as are hereinbefore provided, the said board or boards are authorized and empowered to co-operate with any state-wide movement or any state or organization in putting over a state-wide campaign or program.

Sec. 4. That this Act take effect and be in force from and after its passage.



**You preach thorough
coverage to your sales
staff.**

**Do you practise it in
advertising?**




Nothing Complicated About the Boston Market

Coverage of the market is the key to advertising and merchandising success in Boston, just as in any other American city, irrespective of any remote divisions or other fine shadings.


The law of averages, or "most people told — most people sold", applies successfully in Boston as elsewhere, and can be applied easily in New England's metropolis.

For in Boston one newspaper combination, the American-Advertiser leads in total daily circulation, city circulation and coverage in the immediate buying radius.

So great this circulation it is impossible to classify as any particular type, it must be considered a great composite group representing all classes of Bostonians.



Boston Evening American Boston Daily Advertiser



Rodney E. Boone
9 East 40th St.
New York City

H. A. Koehler
Hearst Bldg.
Chicago, Ill.

S. B. Chittenden
5 Winthrop Sq.
Boston, Mass.

Louis C. Boone
Book Tower Bldg.
Detroit, Michigan

**The only
markets that
justify
“one paper buys”
are places that have
no more than
one newspaper—
and those
usually require
some auxiliary
media—
in the Greater
Detroit Area the
Detroit Times
offers as its share
of coverage
286,000 evenings
330,000 Sundays**

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On Hiring a Hall

How to Go About Picking an Audience and to Know an Audience
When Picked

By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers

EVERY theatrical manager knows that there are certain towns "on the road" whose audiences, alike in numbers, in dress and in every detail of appearance, vary within the widest limits in their responsiveness to theatrical productions. Every actor of experience knows that there are certain theatre buildings in which it is extraordinarily difficult to "get across" to the audience, and other buildings in which the same apparent kind of audience will respond readily and heartily to any performance that is half-way good.

O. C. Harn, in an article published in *PRINTERS' INK* for March 11, entitled, "The Gentle Art of Audience Buying," spoke of the space-buyer as buying an audience. I crave permission to alter his figure of speech and to consider the space buyer, for the moment, as hiring a hall for the performance of his copy writers.

Into this hall will presently come an audience. Many of that audience will be holders of season tickets—subscribers. Others will be habitual attendants at every performance, paying as they go in. Others will be less frequent in their patronage of the hall, but may be seen at every other or every third performance. Others will be casual passers-by, attracted by the electric signs, or perhaps desirous only of passing an otherwise idle hour. But generally speaking, each audience which comes into this hall bears a very close resemblance, in its entirety, to the audiences which have preceded it, and to the audiences which will follow. It contains approximately the same proportion of the wealthy, the well-to-do, the respectably middle-class and the impecunious. It likes the same type of show, and demonstrates its approval or disapproval in the same way on each occasion. A rustle of applause on Broadway

is the equivalent of stamping on a Bowery floor. The frigidity of a Back Bay audience is the moral equivalent of a shower of dead cats in Railroad Avenue. It is the business of the space buyer to know which halls are frequented by the type of audience he wants to reach, and of his copy writers to know how to draw forth shrieks of approval and to avert the defunct felines.

Now there are some things which the space buyer can find already in the record concerning the type of audience which frequents each hall—the readers (if I may remind you) of each publication.

WHAT A. B. C. REPORTS SHOW

Audit Bureau records (as has been pointed out before) will show the approximate number who may be expected to attend, and the distribution of those people geographically. From A.B.C. statements the space buyer can tell how many of those people are season ticket subscribers and how much they paid for their subscriptions. He may know what extra inducements (if any) are given them to subscribe and whether any of them are in arrears for their tickets. He can judge whether or not the proprietor of the hall has made over-eager inducements to them to attend performances, and hence whether they are likely to be interested in the show or in the free souvenirs given away with every ticket. He may discover how many of the tickets (if any) are habitually sold at cut-price agencies. He may read and infer a very respectable number of particulars about that audience from the reports of the Audit Bureau of Circulations.

He cannot tell, however, from A.B.C. figures alone, how that audience will react to the perfor-

mance of his copy writers. Only by inference can he guess whether they are retired bankers or iron-puddlers. He cannot know in advance whether they will listen to the performance or spend the hour in social chatter. (Certain magazines, it might be said, serve a library table purpose in certain classes of houses not unlike the function of the "diamond horse-shoe" at the Opera.)

FACTS ARE AVAILABLE

Facts are available to the space buyer which will go far toward filling in the picture of his intended audience.

Certain publishers (including most of the large ones and many of the smaller) issue compendiums of fact regarding their circulations which are invaluable (so far as they go) to the man who can read them with intelligence and with an eye to the things which they leave out.

The customary elaborations of A.B.C. statements issued by leading magazines, break down circulation into towns in a manner appreciated by every buyer of space. In particular such statements usually give figures of circulation by size of town for the total circulation, thus supplementing the Audit Bureau figures which, as Guy Richards pointed out in *PRINTERS' INK* for March 25, in his article, "The Job of Space Buying," give these figures for subscription circulation only. It is possible, if one may assume the correctness of such figures, to estimate the proportionate distribution of newsstand sales in various sizes of towns by use of weighted averages.

Publishers' own analyses of circulation often shed many other interesting side-lights on the question of composition of the audience. Many publications are in position to give a most interesting report of surveys of their subscribers as to wealth, buying habits, occupation, age, sex, and so on. The space buyer, hard-boiled egg that he habitually is, need not be cautioned to take these accounts with a grain of salt. Before he absorbs them, he figuratively soaks them in brine.

There are from time to time independent investigations of publication circulation—from a qualitative point of view — further sketching in the features, (so to speak) of the audience in our various imaginary halls.

A number of advertising agencies have made surveys of considerable value to their clients as indicating more exactly the character of readers of various magazines and newspapers in certain communities. Independent investigators like Professor George Burton Hotchkiss have contributed important information regarding the reading habits of certain groups of people, which gives a clear picture of a part of the circulation of certain publications.*

The American Association of Advertising Agencies has made and is now making important contributions to the detailed knowledge of space buyers regarding the qualitative make-up of reader-audiences of various publications. The Association of National Advertisers, in the course of its constant investigation of markets and mediums, has turned up many other data of value as indicative of the make-up of magazine audiences. For example, a survey of 15,000 magazine readers divided among executives, clerical and factory workers in manufacturing centres shows that of twenty-eight leading magazines, arranged according to the preference of each group, a certain magazine of recent and phenomenal growth ranks twenty-eighth in order among the magazines read by executives, fifteenth among the clerical workers and third among the factory workers. I quote this incidental piece of information from one study, not with the object of showing how valuable that particular study was, but to make the point that in hundreds of studies made by this

*"Newspaper Reading Habits of Business Executives and Professional Men in New York," by George Burton Hotchkiss; published by New York University, Bureau of Business Research, 1922.

"Newspaper Reading Habits of Advertising Executives in New York City," by George Burton Hotchkiss; published by Association of National Advertisers, Inc., 1926.

and other organizations there are constantly recurring sidelights on the nature and character of publication audiences.

I use the word *sidelights* advisedly, for it makes clear a point I want to bring out about this business of hiring a hall and sizing up your audience. There is no one light which will illuminate your audience completely and in detail. Audit Bureau figures are undoubtedly the most important single source of light. Publishers' own descriptions throw another (if sometimes an over-rosy) light upon your audience from another angle. A variety of studies made by agencies, by advertisers, by independent investigators and by unbiased organizations throw other and incidental sidelights upon the people who habitually gather in the hall. No one light can show all their characteristics. The more lights the space buyer can focus upon them, the more clearly he can estimate their number, their nature, their capacity, their needs and their probable response.

And here we come back to the point from which we started. The audiences which assemble in our different halls have different habits of reacting to the shows that are placed before them. The man who (figuratively, of course) sees their faces and their dress, who knows their occupations and what their homes are like, can, if he is skilful, form a pretty fair estimate of the kind of show they will like and of the way in which they will react to the particular show he proposes to put on.

But his prediction, no matter how accurate, has a better chance of success if he knows something about the previous reaction of any given audience to previous and similar shows. Thus, for example, if the space buyer has bought space in a publication before, and if the copy which ran in that publication has afforded any means of estimating results (if it is mail-order copy, for example) the space buyer is in a fair position to estimate probable results from succeeding insertions. And his position is better in proportion to the accuracy of his previous rec-

ords and the number of such records.

I do not mean to urge upon every advertiser the use of keyed copy as an exact indicator of the power of advertising. No saying is commoner than that the advertiser who wants replies can always get them if that's what he wants, unless it be the truism that the number of replies is not always synonymous with advertising effectiveness.

It goes without saying, of course, that returns from keyed copy are valuable in proportion as sales are traceable to such returns. The advertiser who sells by mail, or who markets an article for the sale of which he can use inquiries as "leads," is in a singularly fortunate position as compared with his brethren who can judge only vaguely and in general terms the influence of copy upon the sale of their merchandise.

But even the manufacturer of goods sold at popular prices through an involved chain of jobbers and retailers can learn much from the behavior of publication audiences when presented with the humble coupon.

Granted that such responses may mean little or nothing directly to him. Granted that it might be the height of foolishness for him to abandon a publication solely because its coupon returns were low or to take on another because the replies to advertising in it were phenomenal. Nevertheless, he can learn much about audiences from their comparative responsiveness. He can learn a lot about the type of people they are—about the percentage of curiosity inquiries and of children. He can learn much about the comparative degree of interest with which they read different types of copy. Parenthetically, he can sometimes learn many valuable, if unpalatable facts about his own merchandise and his system of distribution. I know of one apparel manufacturer who prizes a "kick" received from women readers of his advertising above a thousand ordinary inquiries.

But I do not mean to preach inquiry copy. The advertiser who uses it intelligently and with due

caution can learn many interesting things about audiences. The advertiser who does not can nevertheless find occasional and indirect ways of estimating the probable reactions of his various audiences from their behavior at past performances.

The space buyer is fortunate who can get away from his desk for an extended tour through the consuming or distributing market. I know one man who spends months on the road and who devotes a very considerable part of that time to finding out what various types of magazine readers do about certain types of copy. Others can command the interest and the confidence of salesmen and others in the field and thus have an indirect (though sometimes a very fallible) way of feeling out the public reaction to advertising of sundry types in various publications. Others have the advantage of a great variety of friendships and contacts with space buyers in other organizations. Thus the advertising manager who uses to advantage his contact with others similarly situated can obtain the benefit of experience oftentimes of the utmost value to him and to his firm. If his agency has (as the best agencies have) a variety of records of the behavior of different types of publication audience in response to different types of copy, he is fortunate, and should not neglect to consider those records in sizing up the probable behavior of each audience he proposes to reach. If, in addition, he can command the resources of organizations which make a specialty of finding and recording such data, he has at his disposal a considerable number of additional sidelights.

The space buyer who can thus build up from various sources a picture of the audiences which frequent the publication-halls he proposes to rent, is not only in position to buy space to most advantage. He is also able to furnish invaluable knowledge of behavior-characteristics of each audience to the mer who write copy. And that is a whole story in itself.

Growth of California Grocery Chain

The Safeway Stores, Inc., chain stores, was organized in California in 1914. At the start, four stores were operated with sales for the first year amounting to \$286,000. According to a statement in a recent financial advertisement by W. R. H. Weldon, president, 130 stores were being operated at the end of 1925 and sales for that year amounted to \$13,424,735. The number of stores has been almost doubled since 1923.

Quincy, Ill., "Herald" and "Whig-Journal" Merge

The Quincy, Ill., *Herald* and the Quincy *Whig-Journal* have been consolidated under the name of the *Herald-Whig*, which will be published with morning, evening and Sunday editions. Arthur O. Lindsey is president of Quincy Newspapers, Inc., a new corporation which will publish the consolidated papers.

McGraw-Hill to Publish Electrical Trade Catalogue

The McGraw-Hill Company, New York, will shortly publish the "McGraw-Hill Electrical Trade Catalog," which succeeds, in part, the "E M F Electrical Year Book," recently purchased by the McGraw-Hill Company from the Electrical Trade Publishing Company, Chicago.

Pavement Account for Doremus

The Warren Bros. Company, manufacturer of Warrenite-Bitulithic pavement, has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising account.

H. G. Moesta with Detroit Press

Henry G. Moesta, formerly with Beecher, Peck & Lewis, Detroit, has joined the sales staff of the Detroit Press, of that city.

Joseph A. West Dead

Joseph A. West, assistant advertising manager of the Miami *Daily Tab*, died last week at that city. He was twenty-five years old.

Joins Keith Shaw Agency

Richard N. Kingsbury, formerly with the Boston *Herald*, has joined Keith Shaw, New York advertising agency.

Miss Mildred Dunlap, formerly with the Portland, *Oregon Journal*, has joined the Portland office of the Honig-Cooper Company, Inc., advertising agency.

The Evening World

NEW YORK

Homes!

THE EVENING WORLD is built for the New York home. In its conception of the needs of the community it serves, its handling of the day's news, its superior feature pages, it has always kept the home uppermost in its considerations.

While it enjoys the reputation among newspaper men of "turning more quickly" than other papers in its field on the big news-story of the moment, its street sales due to ephemeral reasons have never been a factor compared to the bulwark of of the day-in-and-day-out purchasers who carry it into the home for the evening's reading.

Advertisers realize that in this steadfast army of EVENING WORLD readers they have a definite unit of homes that they can always put their hands on!

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO



The Favored Evening Newspaper in the New York City Home

From a photograph of an actual Cosmopolitan Home in Concord, N. H.



Through this Doorway, Once a Month, Enters Enchantment

Through this doorway, come trooping romance, adventure, intimate glimpses into the lives of well-known people.

A vision of life as it should be; forgetfulness of one's worries; glorious, stimulating entertainment—these enter, too!

And with them come crowding a thousand-and-one impressions, suggestions, for furnishing the home within this doorway; for adding to the zest of the meals served here; for furthering the comfort and luxury inside these walls; for fulfilling and completing the happiness of the men and women who dwell here.

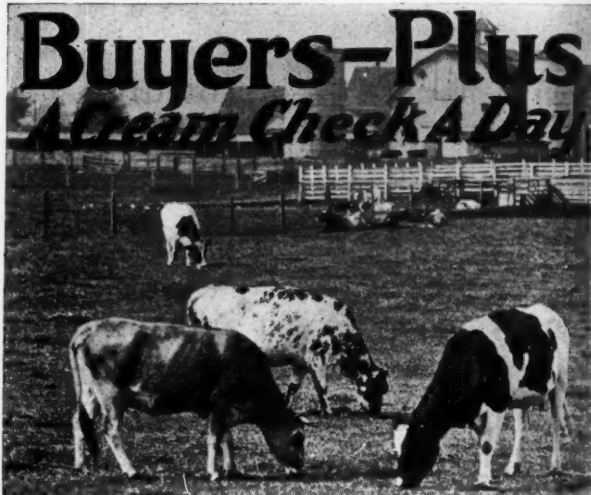
Through this doorway, once a month, enters *Cosmopolitan*.

And through a million-and-a-half more doorways like this.

A tremendous sale, surely, for a magazine which is itself, in many ways, a luxury.

But then *Cosmopolitan's* appeal, primarily, is to people who can afford the luxuries as well as the necessities.

Ask a Cosmopolitan salesman to tell you in detail about Cosmopolitan's 1,500,000 homes.



Series 22

Dairymen are universally referred to as America's most prosperous farmers.

By all comparisons they are not only the most prosperous families living on farms, but their future stability for the advertiser is assured by a consistent turn-over of their milk-and-cream crop.

Each day, 365 times a year, milk and cream is harvested and sold—a fact that cannot be overlooked in selecting a buying market.

The foremost and largest dairy farm paper—The Dairy Farmer—is read by 250,000 of these farmers. They are the cream of the great agricultural industry.

THE Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Cash or Merchandise—Which Makes the Best Sales Contest Prize?

What a Number of Sales Executives Have Learned about Stimulating
Interest in the Prize Contest

By C. B. Larrabee

CASH? Merchandise? Or both? Which will offer the best incentive in the sales contest and which will give the greater satisfaction to the contest winners?

Five or six years ago, a manufacturer of toilet articles staged a sales contest in which he offered merchandise prizes to the value of several thousand dollars. Fifth prize in one of the three divisions was a grandfather's clock. After the contest had closed and the prizes had been awarded and dispatched to the winners the sales manager received a plaintive letter which ran something like this:

Dear Mr. Jones:

I received my prize—a beautiful grandfather's clock—about a week ago. I am sitting down to write you to find out what can be done about it.

You see it's this way. As you know I'm single and live in a Y. M. C. A. If I move the clock into my room I've got to move myself out. I can't carry it with me on my trips—and besides I've already got a pretty good watch. I've tried to sell the darned thing but nobody wants to buy it.

Please don't think I'm ungrateful, Mr. Jones, but the clock is down in the storeroom eating up storage charges and I can't even give it away. Therefore I wonder if I could send it back to you and get a check covering its value. I need a new traveling bag—which I could have had if I'd just done a little worse and won sixth prize. With cash I can get the bag and be happy.

This sales executive has used this story since then as an excellent example of the danger of merchandise prizes. It is a good story and was told with excellent effect until recently the sales manager tried it on a friend.

"That's all right," replied the friend, "but listen to this one. We have just finished a sales contest in which we awarded cash prizes. The winner took down a nice check for \$250 but some of the

winners of smaller prizes received checks for only \$25. Now while that is a nice little added sum I have been checking up during the past few days and I don't think there's a man who won twenty-five bucks who can tell me what became of the money. Yet every one of those men who has been with us for any time still treasures the gold watch charms that we gave two years ago to salesmen who exceeded their quota."

Every sales contest has the prime object of increasing sales. However, that should not be the only factor to be taken into consideration. Manufacturers who use sales contests usually use them with some regularity. Therefore each contest must be considered in the light of how it is going to affect the next contest—and the contest after that. It is right here that the question of prizes becomes important. If a salesman wins a prize that he doesn't want or a prize that he soon forgets, he is not going to enter the next contest with any degree of enthusiasm. However, if the prize has been one that he remembers with pleasure he will be toeing the mark impatiently waiting for the gun that will start the next contest.

This is not the occasion for argument concerning the value of contests in general. We'll assume that contests are of unquestioned value and take up solely the question of what kind of prizes give the best incentive for added effort.

The chief value of the cash prize is that it has an immediate appeal. The salesman can figure out at once what he can buy with

the money and is not forced to accept something he doesn't really want.

K. K. Bell, vice-president and general manager, Calumet Baking Powder Company, has found that a big cash prize, payable at the end of the year, has proved effective with his sales organization.

"Our salesmen work fifty weeks a year and have two weeks enforced vacation at the close of the year. A cash prize is regarded by them as nice Christmas money, coming as it does around the time when they are taking their vacation."

The greatest argument for the cash prize, however, seems to be that the sales executive finds it very difficult to pick merchandise which will suit all salesmen. In a moment a method of almost entirely avoiding this difficulty will be pointed out but in the meantime let's hear from some sales executives who have raised this objection.

BLACK & DECKER FAVOR CASH

R. W. Proctor, sales manager, The Black & Decker Manufacturing Company, says: "In some cases we have offered cash prizes and in others, merchandise. I believe the cash prizes are more acceptable to the average salesman than merchandise, for quite frequently the selection of merchandise prizes involves the personal taste of the salesman and, therefore, the prizes are sometimes not so acceptable as cash which the salesman can use as he sees fit."

W. L. Barnhart, assistant sales manager, forgery bond department, National Surety Company, says: "We have used cash prizes and honorary awards, believing that a salesman who wins \$50 or \$25 would rather select something himself than have it picked out for him. Sometimes, the money is expended for a new selling kit but even then we find the salesman would rather work out something of his own than receive something the home office has picked out for him."

S. E. Judd, general sales man-

ager, Life Savers, Inc., remarks: "I realize that in theory it is a fine thing to give a man a piece of merchandise, properly inscribed, which he can exhibit to his friends as proof of his selling prowess, but I have a feeling that a great majority of salesmen would much prefer a prize in cash, with which they could buy something they really wanted and for which they felt a definite need."

An excellent point about cash prizes is brought out by S. E. Ackerman, sales manager, Franklin Automobile Company, who states: "In offering a money prize it should be large enough to make it an object to work hard to secure and there should be enough prizes so that several salesmen in the organization will have an opportunity of cashing in. By this I mean that perhaps the salesmen should be divided into groups according to their ability or the size of their territories and prizes offered in each group. They need not be the same amount."

"Where a very few prizes are offered in a large selling organization only a few men can reach them. Therefore a majority of the men easily become discouraged at the start of the contest."

"In offering cash prizes care should be used to set a mark that a salesman can reach by extra effort—a figure that makes it worth while to win and at the same time will get a reasonable amount of increased business to warrant offering such a prize."

H. M. Bussman, vice-president, Bussman Manufacturing Company, says: "Our opinion is that when cash prizes are used they must be large enough to be interesting and that when a large cash prize is not possible merchandise should be used."

In considering the merchandise prize, the sales executive should at first get clearly in his mind that there is a way to avoid the objection that the salesman is likely to get something he doesn't want. This method is based on a point system.

C. E. Steffey, general sales manager, The National Cash Register



Complete Business Coverage!

In 97 of the firms which
were the 100 leading
magazine advertisers in
1925, Nation's Business
has one or more executive
subscribers.

That's reaching, with a
vengeance, the important
executives in the im-
portant concerns.

NATION'S BUSINESS

Washington

221,000 Circulation

(Member A.B.C.)

Company, says that his company has offered both cash and merchandise prizes successfully. In regard to merchandise prizes he says: "These prizes are generally offered in contests extending over a period of three or four months. For the purpose of offering prizes of this kind we use a prize catalogue and at the end of the contest the prize winners may select a number of different prizes if desired, totalling the number of credits which they win during the contest."

THE PRIZE CATALOGUE

The catalogue to which Mr. Steffey refers has the appearance of a mail-order catalogue. It contains pictures and descriptions of all sorts of merchandise and each piece is given a certain credit value. Thus, a kitchen range is worth 205 credits while a mechanical train outfit is worth thirty-five credits. Salesmen qualify on the percentage of their territory quota, although a man must make at least 110 per cent of his quota to qualify for any prize. Each percentage point of quota is worth a credit. Thus, the man who makes 175 per cent of his quota has 175 credits which he may split as he sees fit. He may choose a radio set costing 175 credits or take a cheaper set at 125 credits and add a tourist kitchenette for fifty credits.

In the January, 1926, issue of *PRINTERS' INK MONTHLY*, N. W. Townsend, of the National Lamp Works of the General Electric Company, described his company's experience with merchandise prizes in an article, "What Shall We Offer as Prizes in the Sales Contest?" In this article he told of contests worked on a point system and showed an illuminating table of what prizes the salesmen seemed to prefer. This table is worth the study of every interested sales executive.

Following are the arguments for merchandise prizes:

1. The satisfaction of winning lasts longer. The salesman soon spends his cash prize but he keeps the merchandise prize longer after

the contest has ended. This point is emphasized by Willys-Overland, Inc., Chevrolet Motor Company and Dictaphone Sales Corporation among others.

2. Better value can be offered in merchandise prizes than in cash prizes.

"By buying good prizes in quantity," says R. K. White, sales promotion manager, Chevrolet Motor Company, "you can usually obtain very satisfactory discounts under the retail price which the salesman would have to pay if he were to buy the same merchandise. We have had instances where we have been able to secure, because of quantity purchase, a 40 per cent discount from a nationally advertised list price."

3. Merchandise prizes lend themselves to illustration and can be played up more effectively than cash prizes.

An official of the National Lamp Works states: "We have always felt that we can make more of a feature of merchandise prizes. They lend themselves to much better illustration, which is an important consideration in getting up printed announcements."

4. Variety of merchandise prizes makes it possible to appeal to men's hobbies.

Mr. White of Chevrolet remarks on this point: "We have found that by having a variety of prizes you can appeal to the salesman more than you possibly could by offering cash. Many men have a hobby, such as hunting, fishing, golf, etc. They welcome the opportunity to secure prizes catering to their hobby so long as it does not mean an outlay of cash."

5. Merchandise prizes also have a wide family appeal.

Sales executives with wide experience in giving merchandise prizes often point out that salesmen's choices are frequently affected obviously by what their wives or families want. Therefore you will find in lists of prizes such as that issued by The National Cash Register Company that there are a great many prizes not only for general use in the home, but also particularly for women

ILLUMINATING!

587 NATIONAL ACCOUNTS

out of a total of 607

—selected The Miami Herald as the medium through which to cover the Miami Trading Zone, during the first quarter of 1926.

334 National Accounts

—appeared exclusively in The Herald.

The twenty accounts not in The Herald were mostly business refused for ethical reasons.



The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

A thousand swing

Twice a day on weekdays—once on Sundays—there are 93 square miles of Baltimore to be covered.

When the signal comes—and that signal is the first run of the first city editions—a thousand men swing into action.

To every corner of the city and the suburbs they carry the Sunpapers. But they do not stop on the corners! The Sunpapers these Sun Carriers take out are delivered right at the doors of regular Sunpaper subscribers.

Street sales are another story—an important one, too! But the thing we want to impress on you now is that a force of over one thousand men

into action

is required to make deliveries of Sunpapers to the homes of Baltimore.

When your advertisement appears in the columns of the Sunpapers, this flying column of a thousand comes under your command — detailed to carry your message to the homes you want to reach in Baltimore.

Average Net Paid Circulation for Month
of May, 1926

Daily (M & E) 252,330
Sunday - - - 192,051

A Gain of 7,468 Daily and 6,526 Sunday
Over May, 1925

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
300 N. Michigan Ave.
Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"**

"Where Buyer and Seller Meet"



Your City Directory -Prevents Diverted Sales

**Your 'Buyers Guide' is Last Reminder
When the choice is in the Balance**

When potential buyers reach the point of purchase you can effectively place before them the story of your goods and services by means of informative advertising in the Buyers Guide section of your City Directory.

Thousands of prospective purchasers consult the City Directory every day, year in and year out. You can capitalize this tremendous user circulation by giving all of the details that information seekers want at a time when the impression will be strongest—

when looking for that information. Cross references from the Alphabetical and Classified listings insure 100% attention. Your advertisement acts as a last reminder and prevents the diversion of the sale to your competitor by directing them to the proper source of supply at that critical time when the initiative has passed from the seller to the buyer.



*This trade mark appears
in directories of leading
publishers*

Our booklet *Directories; What They Are, How They Function and Their Place in Advertising*, will tell you how. It's free.

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**
Headquarters
524 Broadway, New York City

and children, such as dishes, sewing tables and toys.

6. Merchandise prizes give the salesman something to which he can point with pride.

Says W. E. Stevens, manager of sales, The Walworth Company: "Our plan has been to offer something in the way of merchandise; for example, a high-grade traveling bag or a Walworth Craftsman watch fob of attractive design and excellent quality. This is done with the idea that the salesman will have something to which he may point with pride."

7. Merchandise prizes are better for salesmen on a commission basis because cash becomes lost in their general earnings.

A. J. Taylor, general manager, American Slicing Machine Company, tells us: "All our representatives are working on a commission basis and when you give them a cash prize you merely have added to the commission on the sale or sales on which the contest is based. This has a bad effect from two different angles. First it is merely so much money that becomes blended with the salesman's other funds and is soon forgotten. Second, in some instances it causes the salesman to feel that if the cash compensation for a given sale can be the increased amount that he has received the company should compensate him for other sales in a similar way.

"Merchandise prizes are much more appreciated and longer remembered."

8. Merchandise prizes offer a greater incentive than cash prizes of the value of the merchandise.

H. R. Eicher, manager of sales promotion, The Duro Company, says: "Our experience with cash prizes indicates that money does not make the appeal that merchandise does when the money value and the merchandise value are equivalent.

"For instance, suppose one of the prizes consists of \$25 cash. The cash does not furnish sufficient incentive for the great amount of extra effort required in a contest. You will agree that as a general

rule we will do more for other people than we will do for ourselves. If we were to strive to win a \$25 spinet desk or rocker or wrist watch or some piece of merchandise that we ordinarily would not buy, even if we did have the necessary \$25, we would put forth a great deal more effort than if the prize were paid in cash. We can picture that new desk or that new rocker in our home—we can picture the happiness that this little plunge of apparent luxury would bring."

Those are the chief arguments for merchandise prizes. There are several points to be remembered about such prizes.

First they should be as seasonable as possible. Golf outfits don't have the appeal in winter that other merchandise may have. Turkeys are often given around Christmas or Thanksgiving because of their seasonable appeal.

Second, there should be a wide variety of merchandise prizes so that they will appeal at once to married men and their families as well as to single men.

Third, where the merchandise prize is in the shape of a watch or fob or something of the kind this should, if possible, be presented with some ceremony at a sales convention or some similar occasion. This will give the prize an added value in the eyes of the salesman.

SOME USE BOTH

A number of sales executives say that they believe in using both cash and merchandise, depending on the type of contest, the time of year, etc. Some companies, such as Willys-Overland, use both cash and merchandise as prizes in a single contest, while others conduct one type of contest with cash prizes alone and another with only merchandise prizes.

R. M. Rowland, sales promotion manager, Willys-Overland, Inc., says that there are occasions when his company wishes to make special sales drives on a particular model and has found that in such contests cash prizes give better results. As for merchandise

prizes, the company has found that the men like such things as jewelry upon which special inscriptions are made. The company has found that salesmen like to carry these.

A manufacturer of animal feed products finds that cash prizes are best for the long contest while merchandise is better for a short contest. On the other hand a manufacturer of a hardware product believes cash prizes better for the short contest and gives merchandise only for contests that extend over a period of from six months to a year. There are the opinions. You can take your choice.

Several sales executives pointed out that it is difficult to determine which type of prizes will appeal to all salesmen. Therefore they offer cash at one time and merchandise at another in order to stimulate the entire sales force. This would seem to be logical reasoning and in almost every case has worked out successfully.

K. K. Bell of Calumet, and W. E. Stevens of Walworth mention a type of prize that can be classed either as merchandise or cash. This is a trip to the factory. Last summer, the National Cash Register Company sent its star salesmen on a train trip to the Pacific Coast and back. Sales managers who have used a trip as an added incentive to effort in the contest have found it quite successful. Usually, the trip winners are awarded some kind of medal costing a purely nominal sum. This is given to the salesmen at some appropriate ceremony and carries a deep sentimental value.

The trip idea offers an excellent variant to cash and merchandise so long as it is planned wisely.

After going over carefully the opinions of many sales executives the reader will come to the conclusion that the question, "Which is best, a cash prize or a merchandise prize?" can be answered only by "Neither. Both, properly used, are good."

It would seem that the sales executive who makes a careful

study of his sales force, and the conditions under which men can work best will find that by using cash prizes for one contest, merchandise prizes for another, with an occasional contest in which both are mixed he has discovered the ideal solution to the question. Where merchandise prizes are used the best system seems to be to award them on a credit basis so that each salesman has a wide latitude of choice and can pick out prizes that will suit his taste. Cash prizes should be large enough to offer a real incentive and if possible should be accompanied by some kind of certificate of award in the form of a fob or medal which the salesman can keep after his money has been spent.

There is one thing that should be emphasized in closing. The value of any prize is not measured so much by what it represents in actual money as by the way it has been presented to the salesmen. A cheap watch fob may have far more value in the eyes of the salesmen of one company than a check for \$100 in the eyes of salesmen for another company. The difference lies solely in the way the contest is presented to the salesmen and the honor that goes with winning the prize.

Phonograph Accessory Account for Henry Decker Agency

The Symphonic Sales Corporation, New York, maker of phonograph reproducers, has placed its advertising account with Henry Decker, Ltd., advertising agency, also of New York. Newspapers and business papers are being used.

S. H. Giellerup with Sackheim & Scherman

S. H. Giellerup, for six years with the George Batten Company, Inc., part of the time as manager of the trade and industrial division, has joined Sackheim & Scherman, Inc., New York advertising agency.

W. M. Treadwell with Bruce Publishing Company

W. M. Treadwell, formerly with the M. P. Gould Company, New York, has joined the Bruce Publishing Company, St. Paul, Minn., as advertising director.

A Page for A Page

—Advertisers who sell through Department Stores are entitled to a page in the Monthly Trade Edition of FASHIONABLE DRESS for every page used in FASHIONABLE DRESS itself—and at no additional cost.

Space in the Trade Edition may be used either for the purpose of reproducing consumer advertising or addressing straight dealer copy to Department Store Buyers and Executives, and in any combination of units.

For example: An advertiser using four pages in the September, October, November and December issues of FASHIONABLE DRESS may use pages in similar issues of the Trade Edition or may use these four pages in the September issue of the Trade Edition, or in any other combination in any of these four issues.

The flexibility of this plan—its timeliness—its coordination—opens up new and unlimited merchandising possibilities.

A copy of the Trade Edition, in which this two edged advertising force is adequately visualized for the first time, will be mailed upon request.

*Largest circulation of any Fashion
Publication in the Class Field*

FASHIONABLE DRESS

Member Audit Bureau of Circulations

Facts and Figures on Textile Distribution

There Is Widespread Dissatisfaction with Conditions in the Textile Industry, and Information of This Kind Is Needed as the Basis for Investigations Designed to Aid in the Solution

THAT widespread dissatisfaction with distribution methods exists in the textile industry is a known fact. Leaders in that industry know full well that it has much to learn on the score of merchandising. To the advertising agency the whole textile industry presents an almost untouched field for modern merchandising development.

Advertising agents who are interested in developing that industry will find many basic facts and much statistical help in a report of a study made by the Business Research Bureau of Harvard University. That report has recently been issued in book form by Harvard University under the title "Distribution of Textiles."

Among the subjects discussed are the channels of distribution for cotton cloth; for silk cloth; ribbons and threads; woollens and worsted goods, and rugs and carpets.

Much statistical information on the distribution of such products is given. The statistics on cotton goods, for example, indicate that approximately 36 per cent of the cotton cloth distributed in the United States in 1924 was sold by retailers as piece goods, and that of this total between 80 per cent and 90 per cent was purchased from wholesalers. In such figures the searcher for basic information on cotton cloth distribution gets a clear outline picture of conditions in that branch of the textile industry. Information of a similar type is to be found on the other divisions of the industry.

At the conclusion of each chapter on each of the major divisions of the industry, a brief picture of the channel of distribution for the

products of that division is given. The value of such information can best be judged by consideration of a specific example. The conclusion of the chapter on rugs and carpets is offered as such an example. Study in this field of the textile industry has led to the following opinions on distribution:

"(1) Different channels of distribution seemingly predominate for rugs as contrasted with carpets. Large proportions of carpets were billed to manufacturers and institutions on a contract basis; whereas contract billings of rugs were negligible. The bulk of rug billings were of products for home use.

"(2) The dual market for carpets, industrial and contract on the one hand and the retail outlets for home use on the other, creates distinct merchandising problems and involves the utilization of appeals to contrasting buying motives.

"(3) With one exception billings of individual classes of rugs and carpets to wholesalers, in 1924, although forming an important proportion of the total, were less than the aggregate billings to retailers as a group. Department stores purchased relatively larger quantities of rugs and carpets directly from mills than any other class of textile products. In general their purchases of rugs and carpets were larger than were those of other types of retailers. Furniture stores were next in importance, with quantities approximately as large, in general, as the combined billings to mail-order firms and other retail stores. In some of the large metropolitan centres, specialty rug stores form an important outlet for domestic rugs and carpets.

"(4) The large proportions of rugs and carpets billed to retailers were similar, in general, to the proportions found for household furnishings of other fabrics, especially blankets and silk upholstery and tapestry goods; direct billings of rugs and carpets to retailers, however, were more extensive than was the case with the other textiles covered by this study."

"Tell Me a Story!"

The average child has a never-satisfied appetite for "stories." It revels in tales of fairies and gnomes and bunnies and Teddy-bears.

Parents are often at their wits' end to supply the inordinate demands of the youngsters for stories and picture-books.

Here lies a real opportunity for the national advertiser. Through the medium of a story of your product, you reach the parents through the interest of the child.

Let us send you samples.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Nearly a Million

THE Times-Picayune printed 8,077,858 lines of Paid Advertising in the first five months of 1926—a gain of 987,205 lines over the first five months of 1925.

ALL the three major divisions of advertising—Local Display, National and Classified—shared materially in The Times-Picayune's total increase. It led in practically all standard classifications of advertising, whether addressed primarily to men buyers or to women buyers.

Only faithful, efficient service to readers and dominant, consistent results to advertisers could produce such an overwhelming and growing preference on the part of all classes of advertisers.

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First
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New

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35

ITE
24

TIME
4,28
3010

298
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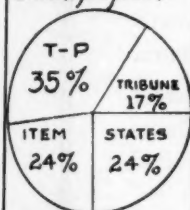
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Lines Gain!

- the situation in New Orleans

Local Advertising First 5 Months

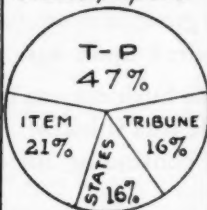
*New Orleans'
Newspapers*



TIMES-PICAYUNE
4,288,644 LINES
STATES
3,010,633 LINES
ITEM
2,984,256 LINES
TRIBUNE
2,104,84 LINES

National Advertising First 5 Months

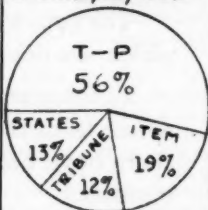
*New Orleans
Newspapers*



TIMES-PICAYUNE
1,450,582 LINES
ITEM
650,338 LINES
STATES
520,424 LINES
TRIBUNE
491,342 LINES

Classified Advertising First 5 Months

*New Orleans
Newspapers*



TIMES-PICAYUNE
2,338,632 LINES
ITEM
764,925 LINES
STATES
555,797 LINES
TRIBUNE
505,065 LINES

NOTE: Figures in this advertisement do not include municipal advertising, which is printed exclusively by the Item on the lowest bid basis.

The Times-Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Rothenburg & Noe, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.



Spring check clearings in the ninth Federal Reserve district (Minnesota, the Dakotas and Montana) showed a 12 per cent gain in the small towns against a loss in the three big cities.

The gain was greatest in small towns which are dependent upon agriculture.

In other words business was brisker where farm trade was thickest. Gains there have been continuing for several months.

In the Northwest farm trade is the big—and prosperous—end of the dealer's business. The only paper that maintains frequent farmer contact through weekly issues is



Webb Publishing Co., Saint Paul, Minnesota

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

Teaching Correspondence by Correspondence

The Bank of Italy Has Raised Letter-Writing Standards in Its Ninety-eight Branches

By W. J. Marra

Correspondence Director, Bank of Italy, San Francisco

TWO years ago, the manager of one of the ninety-eight branches of the Bank of Italy dictated a letter. There was nothing startling about that—he had been dictating letters for many years; but this particular one had rather far-reaching results—for him.

It was addressed to one of the executives of the head office, and in the natural course of my work as director of correspondence, I read the letter when it was sent to the files. After reading it, I laid the letter aside, and this action automatically started a course of instruction in letter-writing for this officer which has completely re-made him as a dictator and writer of letters.

Here is the letter which this officer wrote:

Dear Mr. Smith:

Referring to ours of the 9th inst. in which we stated that we had communicated with the Second National Bank, Blankville, California, regarding our credit of January 15th for \$51.40, beg to advise that we have now received a communication from them stating that this amount represents the proceeds of a collection which our Fresno Branch forwarded to them under date of January 4th instructing them to remit to us for credit.

Trusting with this information you will be able to eliminate this exception, we are

.....

The improvement in this officer's dictation by means of our system of correspondence supervision has brought such good results generally throughout the bank that the story ought to be of interest to any company or institution which maintains branches or branch offices.

Correspondence supervision is, of course, nothing new to manufacturing and public utility concerns; many have had it in effect for years. In fact, in a recent article in *PRINTERS' INK*, the state-

ment was made that fully 50 per cent of companies employing ten correspondents or more have some form of correspondence supervision.

But definite and permanent correspondence supervision for banks is something new. It is true that several well-known banks have succeeded at some time or other by means of special courses, in developing better letters, but a permanent, follow-up system as developed by the Bank of Italy is practically new—particularly that part dealing with this article—the teaching of correspondence by correspondence.

The Bank of Italy operates ninety-eight branches in sixty-five of the principal cities of California, ranging over a territory approximately 700 miles long and 250 miles wide. As a part of the standard of operations adopted by the Bank of Italy, it determined to give to its letters outstanding characteristics of understanding and effectiveness.

When this was first undertaken, a beginning was made at its head office in San Francisco. Subsequently, it was deemed necessary to "tie in" the branches in the "distinctive letters" movement. This "tie in" was to be accomplished in the same general manner as all of its other activities are "tied in" with the head office.

After a good deal of planning and discussion, a definite campaign was decided upon in order to "sell" the creed of "better letters" to the branch officers and employees by means of correspondence. This plan was decided upon because (1) it was the most workable; (2) it was more practicable than visiting the numerous branches individually; (3) it was

more efficient because it took the least time to put into immediate practice; and (4) it was the most practical method of teaching a practical subject.

Teaching correspondence by correspondence meant following rather closely the methods used by our large correspondence schools whereby text and problems are so closely connected that theory and practice are taught at the same time.

In order that the subject of correspondence might properly be introduced to the officers and other dictators at the different branches, a circular letter over the signature of the cashier of the bank was sent to every branch. This letter outlined the plan and asked for co-operation in putting it into effect.

Several of the officers who received this letter wrote to the Head Office expressing satisfaction over the plan proposed. These replies acted as a spur to make the plan even more effective, if possible, than at first hoped for.

It was a simple matter to secure copies of a branch officer's letters by going through the files of letters written by his branch to the head office. Although these letters were largely of a routine character and did not give a dictator much leeway in the matter of his dictation, they were, in a sense, the best copies of letters which could be surveyed. More letters usually characterized as routine lose business than possibly all the rest of the letters combined.

The results of a careful review of a man's dictation over a period of a month or six weeks were not only interesting but full of information concerning the dictator. Although I had met personally only a handful of the dictators whose letters I was reading, it was not long before the letters began to point out in many cases rather vividly, a man's capacity and ability to such an extent that I was able to formulate in a rather definite fashion an estimate of that man's characteristics.

Thus, before I wrote to any dictator, I knew something about his

habits, his method of thinking, his use of language, his reaction to suggestions, etc. In this manner was developed material for a series of letters to each dictator, letters which although the same in many ways, were yet different because something concerning the individual dictator was embodied in each letter.

The first letter of a series was sent after a careful survey of a man's letters had been made and certain defects noted. Instruction to the individual was by precept, with the practical text taken from the dictator's own correspondence. By means of this method, each dictator saw his problem more vividly and was better able to combine theory with practice.

An important consideration in the first letter was not only to sell the dictator the merits of better letters but also to get him to start constructively to write better letters by having him revise his letter and submit it for further criticism and suggestion.

The plan thus involved three steps:

1. Introducing the subject of correspondence, and emphasizing the importance of clearness as a desirable quality.

2. Quoting a letter, or part of one, written by the dictator and calling attention tactfully to its defects.

3. Getting action by asking the reader to revise his letter and submit it for further suggestion:

Here is the way the first letter carried out these steps:

In compliance with the wishes of the Executive Committee and in keeping with the subject of the Circular Letter of January 25, signed by Mr. W. R. Williams, Cashier, I am writing this letter concerning your correspondence.

For some time at Head Office, we have, by means of friendly criticism and suggestion and through mutual discussion, been helping those who dictate letters to improve our correspondence. Now we are extending this service to the branches.

Business letters, as you know, are truly personal representatives of the Bank. As such, the impressions they leave upon the reader become the actual, lasting impressions which he retains concerning the Bank.

For that reason, letters should be written concisely and clearly in simple



Walker's Fifth Street Store,
in the heart of downtown
Los Angeles

78,350 people bought merchandise in this store on Monday, May 3rd. 11 full pages of morning paper advertising announced the annual Booster Sale, 9 of the 11 appearing in The Los Angeles Examiner.

At least one-third the number waited on were unable to gain entrance to the establishment.

In Los Angeles, it's The Examiner that acts as the advertising backbone, both for local and national space users. Advertisers newly entering the Los Angeles market have the finest Merchandising Service Department in the West at their command.

FREE: Market Surveys are available on specific lines, to salesmanagers of responsible concerns who write for them on their firm's letterheads.

170,000 Daily

390,000 Sunday

Los Angeles Examiner

T. C. HOFFMEYER
571 Monadnock Bldg.
San Francisco, Calif.

W. W. CHEW
285 Madison Ave.
New York City

WM. H. WILSON, 915 Hearst Building, Chicago, Ill.



language which the reader can easily understand. But in order to do this, it is necessary to use simple, exact sentences that state specifically the different angles of the subject under discussion.

Your letter of January 5, 1924, for example, addressed to the Securities Department, Head Office, opened as follows:

"In further reference to the above and your letter of December 27, beg to enclose you herewith Bank of Italy copies, loan agreement and application for deposit; also, a receipt from the County Treasurer for the old \$45,000 County money deposit and receipts in duplicate, Bank of Italy to the County Treasurer covering \$55,000 par value Irrigation District bonds belonging to the Bank of Italy Head Office and held by the County Treasurer as collateral security to the present \$50,000 County money deposit."

I am quite sure that, upon reviewing it, you will agree that you could have more easily expressed the thought. In order that you could have brought out the message more clearly, it would have been necessary for you to have used three or four separate sentences, and also avoided the stereotyped expressions.

May I suggest that when you have a little time during the next few days you rewrite this paragraph or the whole letter and send it to me? You can be sure that your time will be well repaid in the effort you will take in making the message clearer and more exact.

I shall look for your reply with interest, and I hope you will not fail to write me regarding both the letter mentioned and any other matters pertaining to business letters which you may desire to ask me.

The replies received were interesting. In most cases, the dictators submitted a new draft of their letters as requested, commented favorably upon the service offered, and asked for more suggestions. Some were non-committal in submitting their revisions, while a few did not answer at all.

The general response was so encouraging that when the second letter was being sent to the different dictators, we felt sure of the success of our system of instruction.

The second letter also involved three steps:

1. Thanking the reader for his revision, and emphasizing the importance of modern letters.

2. Telling the reader just what rating his revision received.

3. Sending a "perfected" copy of the revision and asking for comments.

The second letter read as follows:

Thank you for your reply of February 15 to my letter of February 8 concerning the writing of business letters. I certainly appreciate your spirit and interest in revising your letter of January 5.

Letter-writing is like any other part of a business man's work—logical thinking is necessary in order to do it effectively. Too often it becomes a routine task to be done at odd moments.

This attitude is wrong, since it is estimated that, for each personal interview that takes place, it is necessary to write nine letters. In other words, letters must take the place of personal interviews in our modern business system at least nine times out of ten. One can thus realize that letters are a very important part of the daily work.

Your revised letter, I am glad to say, expressed more clearly and concisely the thought you desired to bring out. It is a distinct improvement upon your first letter, for it presents the difficult facts more concisely and in better language. However, it can be somewhat improved upon with regard to the language and the order in which the facts are presented.

For these reasons, I am enclosing a revision of the same letter. You will notice that in it I have aimed at smoother language and a more logical presentation of facts.

After you have compared this letter with your revision, I should appreciate knowing what you think about it and the method of approach. You can be sure that I shall be interested in what you tell me.

The responses to this letter were also very encouraging. Contacts had now been established between the dictators and myself, and so the comments received were more personal, and touched upon the individual dictator's own problems. Several confessed weakness in starting their letters, others in ending theirs, while one or two took issue with the "perfected" revision and explained why. All of them welcomed the suggestions already made and expressed a desire for further instruction.

Each dictator was written a personal letter in response, concerning the specific question or questions he raised. In it, however, were embodied other points of interest regarding letters—in this case, a number of permanent suggestions for future guidance.

Here is the third letter:

It is a pleasure for me to be of

A Necessity to Intelligent Business America

The United States Daily is a Natural
Link Between the American Govern-
ment and a Distinguished Audi-
ence of National Leaders.

A recent analysis of the circulation of
The United States Daily shows the following
occupations listed among its subscribers:

- Automobile Manufacturing Executives
- Banking and Financial Officials
- Building Supply and Construction Officials
- Club and Association Executives
- Coal and Mining Officials
- Exporters and Importers
- Food Product Manufacturing Executives
- Government Officials (Federal, State and Local)
- Insurance Company Executives
- Iron and Steel Company Executives
- Libraries
- Lumber Company Executives
- Manufacturing Executives (General)
- Oil Company Officials
- Packing Industry Executives
- Paper Company Officials
- Professional Men (Advisors to Business)
- Public Utility Executives
- Publishers and Journalists
- Railroad Executives
- Textile Officials
- Wholesale and Retail Executives.

These subscribers are located in every
state in the Union. They recognize the paper
as an important daily link between American
Business and The American Government.

*If you haven't yet seen a copy of this
paper we shall be glad to send you one with
complete advertising details.*

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

New York Office:
52 Vanderbilt Ave.

Washington

Chicago Office:
London Guarantee Bldg.

VICTOR WHITLOCK
Vice-President and
Director of Advertising
San Francisco Office:
Bulletin Building

Do you sell City, Co



IMPORTANT REQUEST


Please return this questionnaire before April 25th, if possible,
address to MR. JOSEPH T. FANNING
EXECUTIVE SECRETAR

ELKS NATIONAL MEMORIAL HEADQUARTERS COMMISSION
30 EAST 42nd STREET NEW YORK, N. Y.

The following officials are members of B. P. O. Elks No. 24

County Clerk James L. Hotchkiss
County Auditor _____
County Treasurer A. D. Chapman
County Recorder or Register _____
County Sheriff Albert H. Baker & 6 Deputy Sheriff
County Engineer or Surveyor _____
County Commissioners Attorney G. V. Webster
County Coroners Davin H. Atwater
County Sup. Poor W. E. Porter
County Judges Willis K. Gillette
Frank L. Dugan
Sept. Penitentiary Wm. H. Craig
District Attorney or Prosecutors Wm. F. Love & 4 Assistants
Members of State Legislature Alfred H. Thompson
Arthur T. Pammenter Cosmo B. Cilano
Mayor Clarence D. Van Zandt
City Manager _____
City Supervisor Dept.
City Clerk Comptroller Joseph C. Wilson
City Treasurer Frank D. Boud
Members of Board of Health _____
City Assessors Geo. S. Taylor Fred R. Sigler Hiram J. Davis
Members of Board of Public Works _____
School Commissioners or Members of School Board _____
Members of Board of Aldermen B. B. Hone Lea E. Kujawa Martin Bognall
Walter H. Jones E. H. Dantinger
Members of City Council _____
City Attorney or Corporation Counsel _____
City Judges Wm. C. Kahlmeyer Criminal
Jac. P. O'Leary Civil
Chief of Police Joseph M. Quigley
Chief of Fire Department Hugh Smith
Commissioners of Water Works or Members of Board of Water Works _____
Commissioner of Highways _____
City Engineer C. Arthur Poole
Sanitary Architect Sup. City Planning Herbert W. Fierce
Insurance Inspector _____
Purchasing Officer _____
Postal Examiners _____
Other officials who are Elks, and their offices
Sup. Public Market Wm. Dezer
Members of your Lodge who are officers of the State
Sup. Public Market Wm. Dezer
State Comptroller Vincent B. Murphy
Frank A. Flera
Reichter New York

There is no substitute for identified circulation.



County or State Governments?

WE were confident that most of the City, County and State Officials throughout the United States were Elks.

The returns from the questionnaire sent to every one of the 1,500 Elks Lodges proved it.

We will be glad to show them to any advertiser or agent on request.

The Elks Magazine

The Largest Magazine for Men

850,000 Identified Circulation

50 East 42nd Street

New York City

service to the officers at the different branches regarding their correspondence, whenever occasion arises.

For this reason, I am glad to know from your letter of March 20 that my comments have been of value and that all of the members of your staff are taking a keen interest in the writing of letters. You can be sure that good results will follow from such a concerted effort.

This is as it should be; for just as soon as every officer of the Bank of Italy who dictates letters, or who signs them, takes pride in putting out a clear, correct, worth-while letter, just so soon will the Bank of Italy be an even more potent influence for better banking in California. However, the process of writing better letters entails sound thinking, a thorough knowledge of the subject matter, and an appreciation of the fact that every letter is a personal message representing the Bank.

In order that my comments may be of more permanent value, I am making the following suggestions for your guidance:

1. "Slow-up" your correspondence so that you give some time to the preparation of your dictation. Plan each letter before you start to dictate it.

2. Try to fix a definite time of the morning or afternoon for the dictation of the majority of your letters.

3. Ask your stenographer to watch for, and to leave out of your dictation, "pet" stereotyped phrases and ungrammatical sentences.

4. Visualize your reader as sitting next to you—then talk to him slowly and clearly with as much animation and good feeling as you would do in a personal conversation.

5. Every two weeks or so, go to your files for your correspondence. Sit down for half an hour, as an impersonal third person, and *criticize* your own letters.

I fully realize that what I have suggested is a fairly big order for a busy man to fill; yet, every little effort of yours applied along the lines suggested, will very soon give you a surprising grasp and liking for the writing of letters. You will glory in your ability to put on paper the thoughts that your brain desires to express.

Please let me know how these suggestions strike you; and be assured that I shall be pleased to hear from you.

By this time, the correspondence with any one individual had run over a period of about three months. It was therefore decided to close the instruction by letters for a time, and to allow the dictator free rein to put into practice the new principles and ideas brought out in the common discussion.

For this purpose, a fourth letter was sent summarizing the results already secured, and promising suggestions from time to time.

Your letter of May 26 was very interesting reading. At every opportunity, I shall be glad to offer any suggestions which may be of value to you and to the members of your staff concerning correspondence.

I feel that I really know the members of your branch rather well as I have written to all of you at some time or other. You are all to be congratulated individually upon your fine spirit and interest in the matter of letter-writing; and as I have already said before, the results of your efforts will be sure to show.

Undoubtedly, if you keep in mind the five rules I have given you for the dictation of your letters, your correspondence will be somewhat "slow-up" at first; but it will not be long before you will get into the new method of dictation which will give your letters a fresh and vigorous language. Whenever any of you are tempted to fall back into the old "sing-song, rapid-fire" method, you must fight off the desire, for every lapse means that you will have to work much harder to get back to your new self once more.

I shall no longer preach to you but I shall let you go on for a time putting into practice the points that we have outlined together. Keep in mind, however, that your efforts toward the writing of better letters should be an everyday, consistent, every-letter effect; otherwise, your results will not be quite so noticeable or quite so permanent.

At the end of a month or two, I shall once more review your correspondence and make any further suggestions that you may need. In the meanwhile, you know that you are at liberty to write to me concerning your letters; so please do not hesitate to do so.

In the beginning of this article, a letter was quoted written by an officer, in charge of one of the branches, *before* he had received the benefit of the course of instruction by correspondence.

The other day, a letter from the same officer sent to our head office came to my notice—a letter which shows how completely teaching correspondence by correspondence has re-made this officer as a dictator.

Here is the letter:

Dear Mr. Jones:

It does seem that just when things are running smoothest something has to come along to "gum up" the works.

Here I was congratulating myself that our transit items were being handled correctly, and now your letter of April 29 tells me that our clerks have been sending such items through to Head Office without authorized signatures. Naturally, the matter has been forcibly called to their attention and I feel sure there will be no recurrence.

Thank you for calling my attention to it.

Kindest regards!

June 10, 1926

PRINTERS' INK

Outdoor Advertising

Gives you
the important
advantage of ~



National Outdoor Ad

An Organization Providing a Complete Service in Out

1 Park Avenue, New York

General Motors Building.

your package or trade-mark
stands out" in its own colors,
identified, easily remembered



r Advertising Bureau

CORPORATED

Specialists in Outdoor Advertising through Advertising Agencies

Building, Detroit

14 East Jackson Boulevard, Chicago

Outdoor Advertising

MANUFACTURERS give much thought to striking and attractive colors for their packages and their trade-marks.

Advertising which reproduces the package or the trade-mark in its proper colors forms the closest possible tie-up between the advertisement and the product.

Outdoor Advertising gives you the advantage of picturing your package, your trade-mark or your product, *as it is*—without extra cost.

The National Outdoor Advertising Bureau is an organization providing a complete service in Outdoor Advertising through advertising agencies. Any advertising agency having membership in the Bureau will gladly give you any information you desire.

National Outdoor Advertising Bureau

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies

1 Park Avenue, New York

General Motors Building, Detroit

14 East Jackson Boulevard, Chicago

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Are the Colors of Your Package O. K. for Exporting?

The Colors of the Package Play an Important Part in Export Merchandising

*Washington Bureau
of PRINTERS' INK*

GENERALLY speaking, the colored labels used so extensively by American manufacturers are an advantage in foreign selling. Some of our manufacturers, however, have found it advisable to change the coloring of their standard labels to meet the preferences and prejudices of the peoples of other lands.

A great deal has been written regarding the dangers of offending certain populations with specific colors. While this most certainly applies to some countries, the opinion of recent investigators is that in certain cases it is exaggerated. A report on advertising methods in Japan and China, published some time ago by the Bureau of Foreign and Domestic Commerce, states that the tremendous ramifications of Chinese superstitions, and the popular knowledge that white is used for funerals and red for weddings, have misled many into thinking that a decision as to what colors to use or not to use on labels, posters and other advertising matter is attended with grave dangers. The writer of the report related that he had asked about forty Chinese of both sexes and of different classes to suggest colors for a certain hypothetical label. Every imaginable combination of colors was suggested, he continued, without any evidence that any of them, in any combination, were considered to be "tabu." In other words, it is not a case of guarding against dangers, so much as it is a case of utilizing those colors which have the strongest appeal.

An unpublished report on the same subject, the result of a rather recent inquiry, emphasizes the fact that colors, flowers, animals and symbols of animate nature in general possess a special significance for Oriental people

which these things never possessed or have lost for Westerners. The report points out that: "The superstitions or religious sentiments that cluster around some of them are very powerful and may not be disregarded with impunity. Green, for example, is the sacred color of the Mohammedan world. Its use in all secular matters is forbidden to Moslems and is offensive to them when used by outsiders. It never appears in rugs woven by Moslems except in prayer rugs, i. e., those to be knelt upon at private prayer or in the Mosque. The touch of the foot upon it profanes green. Advertisements for dissemination in the Moslem world had best avoid the use of green if they would not risk giving offense which would be sure to be reflected in the sales returns."

BEWARE THE PIG!

Incidentally, this report calls attention to the fact that, to the Mohammedan, the pig is a profanation of nature, and that this animal never should be referred to in any text designed to appeal to a Mohammedan. It also mentions that an illustration of a pig or any part of the animal as a trade-mark would bring contempt upon any article bearing it.

In India, neither the crocodile, jackal, pig nor monkey should be employed in trade-mark or label designs, the first three because of the contempt or fear in which they are held and the monkey because he is at least quasi-sacred in some communities. The cow and all members of the bovine species are sacred to the Hindus and must never be associated with any but secular things.

But the Indian is a lover of bright colors and flowers, most of which have agreeable associations for him. He is also susceptible to the favorable influence of signs, portents and symbols, such as

the swastika, which may be used freely to attract his preference.

With regard to colors, the report continues:

"White is the traditional color of mourning in China and is best avoided where possible. Yellow is associated with the magnificence of the old imperial dynasties and its use suggests splendor, excellence and high qualities. Green is not as popular as other colors and, contrary to the Mohammedan appreciation, does not appear to be very highly regarded. A green hat, for instance, carries an extremely sinister meaning and no Chinese would wear one. This is in striking contrast to the Mohammedan who restricts the use of the green fez or turban to those who have made the Pilgrimage and are thus 'Hadjii,' or holy men."

According to the results of a recent inquiry conducted by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce, bright colors are preferred on labels by all of the people of the countries of Latin America.

The most popular colors are bright red, yellow and green. It was also found that it is desirable to illustrate the contents of the package in colors, wherever possible, and especially in the case of canned foods.

But in using gaudy or bright colors, care must be taken not to have them offend from an artistic standpoint. Some time ago, the American vice-counsel at Buenos Aires, in making a special report to the Department of Commerce emphasized this point as follows:

"As a Latin country, the Argentine Republic is greatly influenced by French aesthetical standards, and the sense of beauty is strongly developed. The taste is refined and the requirements exacting. It is advisable to keep this well in mind since extravagant, grotesque or ugly art productions generally tend to create on the part of the prospective purchaser a feeling of repulsion which may completely overshadow the genuine merits of the particular commodity or service advertised."

A hint as to the best use of

color in Switzerland is contained in a special report from the American Consul at Basel. In this consular district, with a population of nearly 400,000, pictorial publicity is accomplished largely by means of posters, usually done in colors, and carefully contrasted so as to catch the eye at the greatest possible distance. Often, these posters show only the object advertised and its name. Catchy titles and slogans are almost unknown, and there is little attempt to intrigue the beholder or to make a human interest appeal.

"To attract the eye," the report continues, "and impress the name on the memory without attempting to convey a sales message seems to be the aim in local advertising. The design of the poster is seldom intricate. Few lines and much color are the rule, optical effect the aim, of the artist. Bizarre effects are sought, without regard for the established tenets of draftsmanship. It may be said that the most characteristic posters on display in Basel do not catch the eye; they strike it."

CONDITIONS IN FRANCE

Highly colored lithographed dealer helps are reported to be widely used and favorably accepted in France, states a government report. "They are usually of quite artistic design, printed in many colors, and are frequently mounted on cardboard or bound with light metal strips and varnished. Sometimes calendars, thermometers, mirrors or similar articles are attached to such posters which are then given away as premiums or gifts to purchasers." In so far as France is concerned, the main essential, evidently, in designing labels, posters, and other advertising material is not the selection of colors but their effective application. To attract attention and favorable appreciation in France, the reports plainly indicate that the advertising design must have colors in acceptable harmony, most artistically utilized.

It is also reported that an article will not sell profitably in France if it is wrapped or labeled



THE GRAPHIC is truly a home paper. Continue catering to the family and your rapid growth will continue.—Mr. E. J. G.

I find your paper very interesting from start to finish, and it is also a paper you are not afraid to let the children read, as it teaches them much.—Mrs. H. LaC.

My husband and I have greatly benefited physically and mentally by reading your famous health page.
—Mrs. I. F.

I have to thank the

GRAPHIC for the information as to the purchase of health foods.—Mrs. E. S.

We prefer the GRAPHIC for its sound and fearless, frank and valuable advice in all matters.—H & E J.

Physical Culture page means much to our family. I have a lot to be thankful for to the GRAPHIC.

—Mrs. T. D.

I think the GRAPHIC is a very comfortable paper to handle and it certainly deals with all questions of the times very clearly and without prejudice.—Leonore D. H.

"There's no place like home"

—and the Graphic goes there.

in a manner which does not appeal to the French taste.

Unfortunately, it has been impossible to secure information regarding the advantageous use of colors most preferred in other countries; but the indications are that the American manufacturer has a distinct advantage in the way he has developed the use of colored labels. In the food product lines, especially, his main competition, in some instances at least, comes in the form of almost meaningless packages. While the French are a most artistic nation, some of their manufacturers of food products are content to label their cans by merely soldering on a small stamped brass label.

In conclusion, a study of the data on the subject on file in the Department of Commerce offices, plainly shows that it may pay many American manufacturers to redesign their packages for export. While there are specific colors and designs to be avoided in certain countries, it is even more important to select those colors which are most popular and desirable and to utilize them in a manner which conforms to the artistic conceptions of the people the advertising is designed to reach.

Fall River, Mass., "News" Sold

The Fall River, Mass., *Evening News* has been sold to C. F. Kelly, president of the Kelly-Smith Company, publishers' representative, New York. Mr. Kelly, as previously reported, recently purchased a controlling interest in the Fall River *Herald*. The two papers will be merged and will be represented by the Kelly-Smith Company.

C. A. Reed Sales Increase

Gross sales of the C. A. Reed Company, Williamsport, Pa., manufacturer of crepe papers, amounted to \$1,006,823, for the year ended April 30. In the previous year gross sales were \$870,776. Net profits, after charges, were \$112,886 against \$105,482 in the fiscal year ending April 30, 1925.

Appointed by Littleford Brothers

A. G. Schuette has been appointed advertising manager of Littleford Brothers, Cincinnati, Ohio, plate and sheet steel construction. He succeeds Herman H. Strietmann, resigned.

W. R. Cummings Again Heads New York Export Managers

W. R. Cummings, of the Monroe Calculating Machine Company, was re-elected president of the Export Managers' Club of New York, at a recent meeting. The following officers were also re-elected: First vice-president, E. B. Filsinger, of Lawrence & Company; second vice-president, D. W. Fernhout, of the International Manning Abrasive Company; secretary, Oren O. Gallup, of the Ohlen, Bastrop Company, and treasurer, C. E. Thomas, of the United States Steel Products Company.

Barton, Durstine & Osborn to Transfer P. M. Hollister

Paul M. Hollister, who has been New England manager for Barton, Durstine & Osborn, Inc., for the last five years, will return to the New York office of that agency early in the fall.

His place as manager of the Boston office will be filled by Allyn B. McIntire.

Automobile Accessory Account for James Houlihan Agency

The Columbia Tire Corporation, Portland, Oreg., has appointed the Portland office of James Houlihan, Inc., advertising agency, to direct the advertising account of the Lewis Rubber Shock Eraser, an automobile accessory. Newspapers will be used.

"American Stationer" and "Office Manager" Merged

The *Office Manager*, New York, has been purchased by the Lockwood Trade Journal Company, also of New York, and will be merged with the *American Stationer* under the name *American Stationer and Office Manager*, with the issue of June 12.

Starts Advertising Service at Portland, Oreg.

Randolph T. Kuhn, formerly with the Portland, Oreg., office of the Honig-Cooper Company, Inc., has started an advertising service at Portland under his own name. He had also been with Crossley & Failing, Inc., of that city.

F. C. Ruthven with Marquette Lithograph Company

Frank C. Ruthven, for the last year and a half advertising manager of the Acme Steel Company, Chicago, has joined the sales staff of the Marquette Lithograph Company, of that city.

Joins "Finance & Industry"

Miss Marion Barry, formerly with the advertising department of the Union Trust Company, Cleveland, has joined *Finance & Industry*, of that city.



Busy Times Ahead For Industrial Washington

With the Federal Government's building programme of \$50,000,000 to say nothing of the unprecedented activity among local builders—Washington has an added importance as a market.

There's only one way to properly cover ALL Washington—and that is through The Star—but it is also the ONLY medium you need.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

Record

—in Radio

THE outstanding leadership of The Cleveland Press in local radio advertising in the season just ended is a record never before attained in Cleveland. The Press in six days ran 62,276 more lines of local radio advertising than its nearest competitor ran in seven days. Here are the figures:

LOCAL RADIO LINEAGE

Season Beginning October 1, 1925 — Ending April 30, 1926

PRESS (6 days).....178,913 LINES

Plain Dealer (7 Days).....116,637 LINES

News (7 Days).....112,288 LINES

—and The Press published 67,428 more lines of local radio advertising than the daily Plain Dealer and the daily News COMBINED!

—AND THE TEN LARGEST CLEVELAND
RADIO MERCHANTS PLACED THEIR
ADVERTISING AS FOLLOWS—

PRESS (6 days).....142,128 LINES

Plain Dealer (7 Days)..... 51,681 LINES

News (7 Days)..... 85,055 LINES

Without exception each of the ten largest Cleveland radio merchants ran more advertising in The Press than in any other daily or Sunday newspaper. And they ran 5,392 more lines of radio advertising in the six-day Cleveland Press than in the seven-day News and seven-day Plain Dealer COMBINED!

Lineage figures from Advertising Record Co., Chicago

The Cleveland

Detroit
San Francisco

NATIONAL REPRESENTATIVES:

250 Park Avenue, New York City

L A R G E S T D A I L Y C I T

AL
410
C

Breaking Advertising!

HONOR ROLL

Here is a list of the larger national radio advertisers who used The Press in Cleveland during the past season. Their judgment was sound, their choice of The Press was merited, their advertising campaigns were successful:

A. C. Electrical Mfg. Co.
Acme Electric & Mfg. Co.
Apex Electrical Mfg. Co.
Amsco Products, Inc.
Atwater Kent Mfg. Co.

Brach Mfg. Co.
C. Brandes, Inc.
Bremer Tulley Mfg. Co.
Brunswick-Balke-Collender Co.

Cambridge Sanitary Mfg. Co.
Carter Mfg. Co.
Central Radio Laboratories
Conneway Electric Laboratories

Cleartone Radio Tubes
E. T. Cunningham Co.

Dayton Fan & Motor Co.
De Forest Radio Co.
Dictograph Products Co.

F A D Andrea Co.
Fansteel Products Co.
French Battery Co.
Freed-Eisemann Radio Corp.
Chas. Freshman Co., Inc.
Garod Corp.

Herbert H. Frost
Hope Webbing Co.

King Hiners Co.
Kenneth Harkness Radio Corp.
Kodel Radio Corp.

Glen L. Martin Aeroplane Corp.
Leslie F. Muter Co.
MuRad Laboratories, Inc.
Myers Radio Tube Corp.

National Carbon Co.
Radio Corporation of America
Radio Rabat Co.

Steinite Laboratories
Sterling Mfg. Co.
Stromberg-Carlson Telephone Mfg. Co.

Thermodyne Radio Corp.
Teletone Co. of America

Victor Talking Machine Co.
Westinghouse Electric Co.
Work Rite Mfg. Co.

Press



SCRIPPS-HOWARD

*First in
Cleveland*

ALLIED NEWSPAPERS, INC.
410 N. Michigan Blvd., Chicago

Seattle
Los Angeles

C U L A T I O N I N O H I O

Birmingham Is Going Ahead

Building permits for May \$1,709,248
Building permits for 1926 total 9,964,340

Postal Receipts Show a Steady Gain. \$123,709.89 for May, 1926—10% gain over May, 1925.

June 1st Head Line—"Southern Dairies will spend \$1,000,000 on big plant in city."

Birmingham's vast business and building gains are the result of increasing population, expansions and developments born of stabilized confidence in the future of Birmingham.

The News is growing right along with Birmingham, as all records for volume of advertising were broken in May, with 1,691,942 lines.

**The News Gain for 1926 over 1925, in
National Advertising, is 170,408 lines**

The News Gives — Complete Effective Coverage
To Advertisers — Permanent Prestige
— Reader Acceptance
— Results With Profits

Daily 81,000—Circulation—Sunday 93,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR.

Atlanta

Put the Chemist on Your Advertising Staff

He Is in a Position to Render an Important Service to Practically All Manufacturers

By Arthur R. Maas

Arthur R. Maas Chemical Laboratories

AS a fruit, the lemon is regarded as a good joke. Anybody can make a joke about a lemon, and most people enjoy it. But not if you happen to be a lemon grower.

Lemons are ripe on the tree most all year. But the public has formed the habit of using them freely at only two seasons—for cold lemonade in hot weather, and for hot lemonade in cold weather. A little lemon to garnish the fish, a slice on the toilet table, a few drops of lemon juice in the mayonnaise—these other uses sell some lemons, but do not roll many carloads.

The citrus growers' marketing organization here in California discovered that lemons were being used to wash silk stockings—or rather, to rinse them after washing with soap. It was a housewife's notion, but had considerable potential value for advertising, if actually a good thing to do.

So they submitted it to an Eastern chemist, who told them that the idea was without scientific basis.

Then they submitted it to another chemist, who not only reported that the idea was sound, but gave the chemical reactions upon which it could be spread to the women of the country.

When a woman washes her silk stockings in ordinary tap water, which contains lime, using soap, which consists mainly of sodium oleate and magnesia compounds, she washes them clean. But the soap forms a curd of calcium and magnesium oleates, which is not soluble in water. This covers the silk fibres with a film, and dims their lustre. If she puts lemon juice in a quart or two of clean water for rinsing the stockings,

they come out bright and new. The citric acid attacks the soapy curd, turning it into soluble calcium and magnesium citrates which easily wash out, and oleic acid is left, an oil, covering the silk fibres with a polish. And there you are.

You can prove it by washing one stocking the old way, and one the new way. The latter will have a nice lustre, and feel softer to the touch. It is good for all silk garments, including men's silk socks—many men now wash their own. It is good after a shampoo, too, leaving the hair light, with a silky fluff instead of matted and sticky.

The chemist can tell advertisers a good many things of this sort, if they will bring him their problems, and tell him what they want to do.

It may be thought that the chemist who said there was nothing in this silk stocking proposition was wrong. Not so—he was quite right in answering the question originally put to him. The advertising men wanted to know if lemon juice would soften hard water, and he said, "Of course not!" But they asked the second chemist if rinsing silk stockings with lemon juice made them nicer, and he, knowing just what the advertising men were after, made a chemical analysis, with the above results.

TEST PRODUCTS FIRST

Several years ago, a company was formed to market a preparation discovered by a merchant. He had put it together as a sort of inspiration, and people liked it so well that a corporation undertook to manufacture it on a large scale. Having plenty of money, the company advertised, and got a wonderful response. But no chemist

was consulted. The recipe had a defect. The preparation would not keep in ordinary distribution. Public opinion turned against it. A chemist changed the recipe to overcome this difficulty, but the damage was done. The improved article could not survive the old one's reputation. The company went out of business.

Another retail merchant discovered a preparation which proved popular. Another company was formed, with ample funds. But in this case the recipe was submitted to a chemist, who reported that the preparation would not keep. A year, and considerable money, were spent on chemical research, to make the product foolproof. Then the company began advertising, and is paying fine dividends today. The difference in the business fortunes of these two concerns is absolutely one of chemistry.

Advertising men have sought scientific information in their work, but rather overlooked the chemist, putting more trust in the data of the psychologist. In the general practice of laboratories specializing in manufacturing technique, problems submitted by the advertising agent are comparatively few. The manufacturer who submits process problems connected with the production of his goods may sail blindly into an advertising campaign without suspecting that it has chemical aspects. This is too bad. For the chemist could often tell him things worth a good deal of money. And such advertising problems as do come to us in chemical practice are nearly always interesting.

When Valentino started the present vogue for hair slicking preparations among men, the American man's head had been innocent of such beautifiers for many years—since the days of "bear's grease." In Latin countries they have been in common use—Valentino popularized them. Latin manufacturers had therefore attained considerable skill and refinement, where we were pioneers, confronted with an over-

night demand. So most of our early preparations were crude, and customers who tried them looked for something different. One manufacturer, before entering the new field, commissioned a chemist to work out a formula. A study of all such preparations on the market revealed shortcomings, and an entirely new idea was developed. When this preparation went on the market it began winning favor on its peculiar quality, and today, in a rather hotly contested field, with no greater outlay for advertising or distribution than the other fellows, it is growing faster in sales. If necessary, this manufacturer might demonstrate chemically that his preparation is better for its purpose, but it hasn't been necessary—the public has found that out.

Many advertising claims are sound chemically, but the manufacturers who make them could not prove it, because they have never got the evidence from the chemist. Others are without scientific support. One of the first advertising employments of the chemist has been analyzing products for publishers in connection with claims made by manufacturers, so the publishers could determine what was truthful and prevent statements likely to reflect unjustly upon other manufacturers in the same field.

The chemist may be engaged to report regularly on an advertiser's product or materials, safeguarding the quality. I know more than one instance where complaints of deterioration, made by merchants or customers, have been traced by a chemist to faulty materials. It is desirable, in every way, to have such trouble headed off at the factory door where materials are received. Defective stuff can be turned back to the seller, and the routine expense is cheap compared with trouble after goods reach the trade.

Manufacturers also use the chemist for periodical analyses of competitors' products, with results often significant in selling. If a competitor has discovered something new, it is well to know about

When people compliment us on an exceptionally fine bit of typography, we immediately proceed to make the exception the rule



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

it. Or he may be laying himself open to attack by cheapening his product. I know of one case in which a manufacturer, talking with the purchasing agent of a big public service corporation, was asked why one of his most formidable competitors had cheapened an advertised brand.

"I didn't know they had," said the manufacturer. "What makes you think so?"

"I don't think—I know," was the reply. "Our chemists analyzed the stuff when it first made its reputation, and recently analyzed it again. Comparison shows a cheapening amounting to adulteration—10 per cent more water than anybody ought to pay for at that price."

The chemist can often find new uses for old products. To take lemons, a search for new uses might be conducted along two lines. One would be for lemon products in industry, the acid, oil and peel from unmarketable fruit. That would not be as good as finding new markets for the fresh fruit—the lemon alive and on the hoof, so to speak, for growers want to sell as much of the crop as possible in that form. New uses would probably be found by searching the literature of lemons, checking up ancient uses, and by carefully considering present-day popular uses reported by housewives. Chemical analysis would show which were worth recommending in advertisements.

Analysis of one's regular product in entering a new market will often save expense. I call to mind the case of a candy manufacturer who made a very fine line of chocolate creams, and believed that a market awaited him in the tropics. He was right about the market. It was there. But chemical examination of his chocolates showed that they would not stand up under tropical climate. Modification of his product was necessary. It will be plain to advertising men that such precaution saved money and staved off disappointment.

Cooking recipes are so much a part of food advertising that more

than one advertising agency now has a domestic science department in which all recipes are tested before publication. Some of the best recipes come from housewives, who get their results through skill rather than exact measuring of ingredients. The domestic science expert tests the recipe to ascertain whether it is desirable, and works out the proportions to be used. Without reflecting on this branch of work, I advise that the chemist be employed as well to test all recipes, not only for quantities, but for the correct combination of materials.

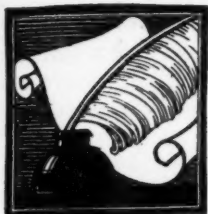
Not long ago a chemist, dining with a domestic science expert, asked how she made a delicious mayonnaise dressing that was served with the salad. She told him. He asked how long it would stand up in the ice box, and she said about a day. Then he showed her how to manipulate the same ingredients, with the same utensils and no more work, so her mayonnaise would be good for almost an unlimited period. It was a simple bit of chemical knowledge. She had mixed the egg, oil and vinegar together, with the usual slow stirring. He changed her formula in only one detail—telling her to add the vinegar last. The reason for this was that mayonnaise dressing is an emulsion of egg and oil. When the egg and oil are thoroughly mixed first, each particle of oil is covered with egg. Then the vinegar will not break down the emulsion when added. Mixed with the egg and oil, however, they begin breaking it down from the moment the dressing is started.

Popularly, the chemist is still regarded as a fellow who may be able to do something about it, after you run into trouble, if it has anything to do with drugs.

But because nine-tenths of industry has become chemical in its character, it pays to keep the chemist around, as an accessory before the fact.

Keep him around in advertising affairs, watching them from the advertising point of view, and he will more than earn his keep.

You'd be surprised!



FOR four years and four months The Detroit Free Press has consistently and continuously led the two other Detroit newspapers in the volume of real estate and building advertising carried.

Four years ago—in 1922—less than 105 pages of real estate and building advertising was published in all three Detroit newspapers. In 1925, The Detroit Free Press alone printed the equivalent of five hundred eight pages of real estate and building copy, or nearly one half of all the lineage printed in Detroit . . . the balance being split up between the two other Detroit papers.

The response made to real estate advertising in Detroit is one of the most remarkable examples of consistent salesmanship ever before seen in America, and 99 per cent of the real estate men in Detroit will give The Free Press credit for doing the job, on all types and classes of property.



The Detroit Free Press

VERREE & CONKLIN, Inc.

National Representatives

New York

Chicago

Detroit

San Francisco

The 3 R's

1.

Readability

2.

Reliability

3.

Responsibility

The Farm
first in the

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA

CHICAGO

The 3 R's of Journalism as conceived by The Farm Journal a half century ago and practiced by it for 50 years are (1) Readability, (2) Reliability, and (3) Responsibility.

Direct, clear, simple, pithy style has earned for The Farm Journal its reputation for exceptional *Readability*.

The editorial and contributing staff, composed of writers whose qualifications are, *first*, knowledge of their subjects and, *second*, ability to express that knowledge in brief, understandable language, has won for The Farm Journal national recognition of its *Reliability*.

The *personality* of The Farm Journal, built upon a tradition born of *strong character* and reared in *faithful service*, has established in the minds of its readers unusual confidence in its *Responsibility*.

The 3 R's—Readability, Reliability, Responsibility—are the foundation upon which The Farm Journal has built its circulation of 1,300,000—the largest volume in the farm field—75.5% of which is concentrated in the 1198 *better-than-average* agricultural counties.

A Half Century of
Readability - Reliability - Responsibility

Journal

farm field

CHICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

A Newspaper Combination Minus the Usual Faults

Most papers sold in combination to advertisers are also sold in combination to subscribers.

With such papers duplication is a big item.

In Dallas no two papers are sold to their readers more independently than *The News* and *The Journal*.

Here is a case where advertisers are allowed the many privileges of a combination with none of the drawbacks.

* * *

In the morning *The News*, with the entire field to itself, thoroughly covers the more substantial patronage of Dallas and its large retail territory.

In the evening, *The Journal's* circulation beats, as it sweeps, in the city. Dallas and its immediate suburbs get 93% of it.

Two independent local circulation organizations handle the two papers. Their paths cross but they never converge. *Journal*

lists are not available to *News* canvassers, and vice versa.

The two papers even have different methods of distribution, *The News* using its own carriers and *The Journal* employing independent carriers.

Their tones, make-ups and appeals are strikingly different. *The Journal* is light, breezy, intensely a city paper. *The News*, is, of course, the paper of high prestige and profound influence among all the better-class people of the market-territory.

* * *

The optional combination rate offered to those who use *The News* and *The Journal* represents the best advertising buy in the Dallas field.

The coverage it offers will stand the most rigid test. It is all A. B. C.

Either paper by itself is a powerful result-clincher. Together they are equal to any advertising requirement.

The Dallas Morning News

THE DALLAS JOURNAL

An Optional Combination



(One order, one billing, one set of plates, mats or copy. A single effort—double results.)

Co-operative Advertising Now for Sterling Silverware

Three-Year Advertising Campaign to Be Supported by Miners, Smelters and Refiners of Silver and Manufacturers of Sterling Silverware

THE advertising campaign now being conducted by the Sterling Silversmiths' Guild of America is part of a carefully worked out plan to solve some of the problems with which the sterling silverware manufacturers are confronted. Chief among these problems is the insufficient growth in the sales of sterling as compared with increases in the sales of other luxuries. Sales of sterling silverware have increased since the war; indeed, the increases of most manufacturers have been very large—but until 1925 the rate of the increase was nowhere near what those most directly interested felt that it should be.

Moreover, during the period mentioned the manufacturers of plated ware, because of the difference in price between plated ware and sterling, have greatly outsold the sterling manufacturers. This situation is an industry complication. Many of the manufacturers in the industry make both plated ware and sterling. Others make one and do not make the other. Some manufacturers, for instance, are very large makers and large advertisers of plated ware, but do not manufacture sterling. Others make and advertise both. Still others make sterling only.

Thus the makers of sterling had and still have two kinds of competition—competition from within and without. Several sterling

manufacturers make both sterling and plated ware. They have to compete with themselves and the exclusive plated ware manufacturers. That's the situation within



It is Sterling
—more can not be said

So Jack is stepping off!

"To the lands of the hereafter men go!"—*the girl*
But what shall it be? What when of them found,
she will mean all things to her—and so to him?
What girl will mean these uncertain thoughts when
his wedding day?

Shall we sell them? Why not? It is Sterling! Sterling
for its unimpaired beauty. Sterling for its true and
lasting worth. Sterling because she values it more
than all things else—because of lifelong friendship
for him, and vice for her.

STERLING SILVERSMITHS GUILD OF AMERICA
Artistic sense of the Sterling Silversmiths
—exclusive ownership of an old
country—England, Ireland and France
which complete sterling silverware from
making their own tools. The work
house of the world will give us
gold and silver plate of the
highest quality and at the lowest price.



FINE ARTISTIC JUDGMENT IS DISPLAYED IN LAYOUT,
ILLUSTRATION AND CHOICE OF TYPE

the industry. Without, they are even more handicapped in their fight for a share of the consumer's dollar than the plated ware manufacturer. For plated ware, piece for piece, does not cost the consumer as much as sterling. It is conceivable that a buyer with \$100 to spend may want sterling silverware, a new car, an electric refrigerator, radio, or the house painted. The competition of sterling versus plated ware is as nothing compared with the competition

of silverware versus other things.

Some time about January, 1920, the Sterling Silverware Manufacturers' Association was formed, its obvious purpose being to increase the public demand for the products of members and to share whatever benefits were to be derived from united counsel and co-operative effort. As a preliminary step, the association appropriated \$5,000 for a survey of market conditions, one of the principal objects being to find out whether a co-operative advertising campaign would improve retail sales of sterling.

The advice of the advertising agency which made the survey was against group advertising, because the investigation revealed the fact that much educational work was needed among retail jewelers before it would be possible for the retailer to supply the co-operation required to make the advertising successful.

The association, however, was not satisfied that group advertising was inadvisable. In the meantime, individual manufacturers started their own advertising campaigns, with very satisfactory results. During 1925, the association authorized another survey of the market. The result of this was that plans for an advertising campaign were prepared and adopted. A three-year campaign was decided upon, starting in March, 1926, the cost of which is to be borne by the sterling silverware manufacturers and in addition the miners, smelters and refiners of silver.

On January 1, 1926, the name of the association was changed from the Sterling Silverware Manufacturers' Association to that of the Sterling Silversmiths' Guild of America. Twelve manufacturer-members of the Guild are contributing to the campaign, as follows: Alvin Silver Co., Dominick & Haff, J. F. Fradley & Co., Gorham Mfg. Co., International Silver Co., Redlich & Co., Reed & Barton, Rogers, Lunt & Bowlen Co., Frank W. Smith Co., Towle Mfg. Co., R. Wallace & Sons Mfg. Co. and Frank M. Whiting & Co. The expense of the campaign is to

be pro-rated among these manufacturers on the basis of the percentage which the sales of each bear to the total. There are forty-four companies classified as miners, smelters and refiners of silver also contributing financial support to the campaign. The campaign is unique among co-operative advertising campaigns in this feature: it is supported not only by the fabricators of the product but by those who produce the raw material and who smelt and refine it.

ANOTHER ODD FEATURE

One feature of the Guild's educational work has been supporting a field secretary—a young woman whose duty it is to travel about the country addressing women's clubs, girls' schools, and the like, giving talks on sterling silverware. The Guild has also prepared two addresses, one suitable for delivery before men's organizations, such as Rotary Clubs, and the other designed for use before women's clubs. Retail jewelers who desire to co-operate with the Guild are supplied with copies of these addresses and arrange either to deliver them in person or through some friend who may be connected with a society or organization. The idea around which these addresses are written is the relationship between art and industry, and examples in the field of metal working, especially flat and hollow ware, which opens the way to describe the differences between sterling silver, which is solid silver; plated ware, which is electroplating over a base metal; nickel or German silver, which contains no silver at all; and Sheffield Plate, which has not been made for the past seventy-five years. This leads quite naturally into a description of the various stages in the process of silverware manufacture, a talk on design and craftsmanship, or even an exhibition of patterns, if the occasion seems to make that desirable.

In connection with the advertising campaign, the Guild felt the great desirability of a slogan which would not conflict with any individual manufacturer's slogan,

but on the other hand would lend itself to exploitation by the dealer-representatives of all manufacturers as well as in the advertising, both national and local. The slogan adopted—"It is Sterling—more cannot be said"—seems to meet all the requirements. It is being very prominently featured in the national copy of the Guild campaign. Display cards bearing the slogan in characteristic lettering are being supplied by the Guild in liberal quantities for use in dealers' windows and on the counter.

The campaign began in March, using a list of periodicals in the class and women's fields. There will be two high points during the year, namely the May-June wedding season and the December holiday season when merchandising efforts will be intensified.

One tendency in the advertising, it is interesting to note, is to stretch the seasons. While the high buying periods on silverware are undoubtedly early summer and Christmas, there are plenty of opportunities to sell sterling silverware between these periods, as weddings, anniversaries, birthdays and other gift occasions occur at any and all times. The advertising, therefore, is planned to keep sterling silverware before the public during all months of the year, with extra concentration during the two big seasons.

Features of the campaign worth special mention, in addition to what has been said, are (1) the copy story of the national advertisements and (2) the sales promotional activities of the Guild.

The copy note is unquestionably pride of possession. The advertisements as far as they have appeared are uniform in layout—an artist's drawing occupying two-thirds or more of the upper space, half of the lower space containing the slogan, and the other half text. The whole effect is one of quiet beauty, charm, culture and a strong under-current of sentiment. The first advertisement established a sort of keynote for the series—lovely young hostess supervising her dinner service, colored

servitor in the background, the caption, "It has always been so," and the copy:

You cannot help but feel it—in the warmth of their welcome—in the quiet charm of each room—in the things about you that so thoroughly belong. Thoughtful hospitality!

And then a gracious hostess comes to lead you away to a divine dinner—to a table that scintillates with the beauty and brilliance of genuine sterling silver. And again, you feel it. Faultless hospitality!

Immediately following is the signature in small type, "Sterling Silversmiths Guild of America."

At the bottom of every advertisement is a much reduced photographic reproduction of some famous piece of sterling silverware, borrowed from a museum, usually, as in the advertisement just quoted: "The guests of Peter Faneuil, patriot of Boston, were served after-dinner coffee from this beautiful old pot which, of course, was genuine sterling silver—solid silver through and through. While it may be seen at Boston Museum, others even more beautiful can be had at your jewelers."

One of the outstanding features of the Guild's promotional activities is the portfolio presentation of the campaign which has been prepared for the use of the manufacturers' salesmen. It is unusual from the standpoint of completeness and wealth of material offered the jeweler. One piece of direct-mail matter sent to the dealer was the initial broadside, entitled, "The Sterling Silversmiths Guild of America announces a new name, a new idea, a new slogan, a new campaign, a new kind of co-operation, and presents the first of a series of national advertisements in the interest of those who mine, produce, refine and make Sterling Silver—for the benefit of those who sell Sterling Silver." This mailing contained a proof of the first advertisement—the one already referred to.

The broadside announcing the first big sales drive of the year is more than ordinarily comprehensive. It announces the annual gift-season selling drive for sterling from May 15 to June 15, con-

tains a proof of the June advertisement in full color, and in six large-size pages summarizes all the sales promotional activities of the campaign. Among the ideas suggested are three alternative window displays, serving tea in the jeweler's store from a sterling silver service, special invitations to call at the store issued by the jeweler to his customers, an exhibit of historic sterling owned by citizens of each dealer's city, a sterling silver Kodak contest for the best amateur picture taken by a high school boy or girl of a sterling silver piece, talks on sterling before local clubs, already mentioned, and an idea for getting up an essay contest among high school children.

While the campaign is in progress the efforts of the Guild will be directed toward an energetic merchandising of the campaign with the retail jeweler, as the ultimate success of the whole plan will depend to a very large degree upon the character of the co-operation which the retailer will supply.

Thos. M. Bowers Agency Absorbs Osten

The Thos. M. Bowers Advertising Agency, Chicago, has absorbed the Osten Advertising Corporation, of that city.

The Thos. M. Bowers Advertising Agency will retain its present name with Eli Daiches as president and treasurer, Otto Osten, vice-president and B. W. Williams, secretary.

N. C. Wildman Joins James H. Rothschild and Associates

Nat C. Wildman, recently president of the Wildman Advertising Agency, New York, has joined James H. Rothschild and Associates, Inc., also of New York, as vice-president and business manager. He was formerly with the Deatel Advertising Service, Baltimore, Md.

Joins Klau-Van Pietersom- Dunlap-Younggreen

Henry J. Meyn has joined Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, as director of research and market analysis. He was formerly with the Arthur A. Anderson Company, business engineers.

Edwin M. Colvin Dead

Edwin M. Colvin, vice-president of the W. F. Hall Printing Company, Chicago, died recently at that city.

Tests May Remove the Doubt

ALPHA FLORAL COMPANY
KANSAS CITY, MO.

Editor of PRINTERS' INK:

We send out 5,000 beautiful colored folders about nine times a year, particularly around holiday times. Several questions have come up that are very important. First, should we address the folders to "Mr. and Mrs." when we know that there is husband and wife, the idea being that either one would call the attention of the other to it in many instances? The next question is whether the folders would have a greater value by being hand-addressed. Of course, the cost of hand-addressing would be a great deal higher than running them off as we do now. The point is that they looked rather crude and common addressed by machine.

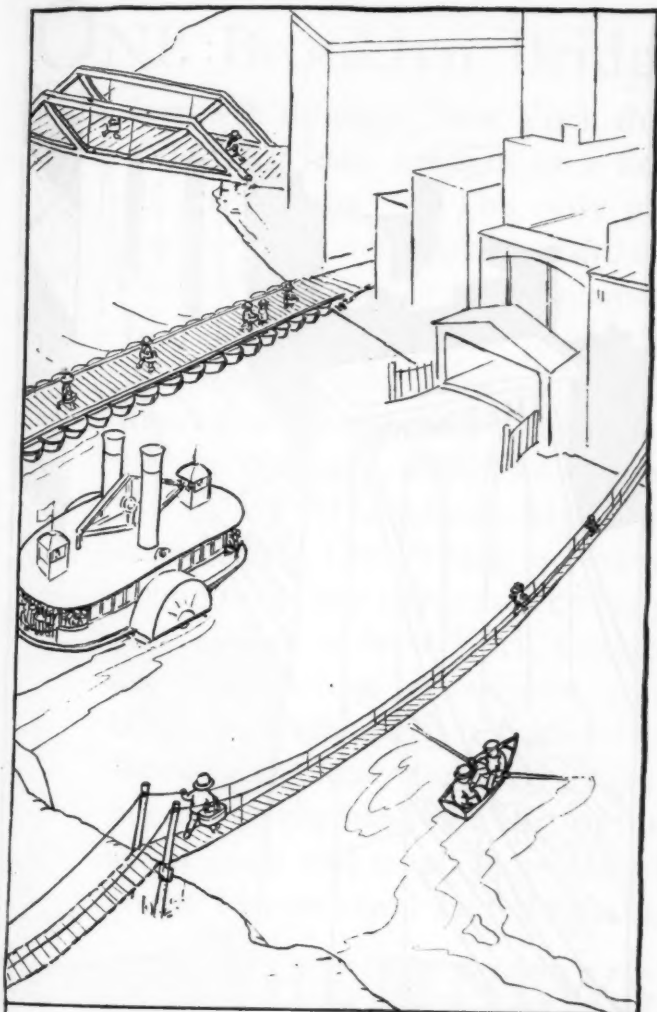
ALPHA FLORAL COMPANY.

DIRECT-MAIL matter meant for married couples is usually addressed to the wife, since she is usually the governing factor in all purchases intended for the home. Less labor is also required for the addressing. On the other hand, when the nature of the merchandise is such that the decision of both husband and wife might be desirable, there could be no harm in addressing "Mr. and Mrs." One should not fear to be original, but do what the situation seems to call for.

Hand-addressing costs more, but the question as to whether it is preferable to machine-addressing should be determined by the circumstances and the size of the mailings. In the case of a few hundred names, the extra cost of hand-addressing might be counterbalanced by the more personal effect, but if the mailing pieces ran into many thousands, the increased expense would have to be considered. Experienced direct-mail advertisers solve doubts as to methods by making test mailings of 1,000 names each. Why not make a similar test in this case?—[Ed. PRINTERS' INK.]

New Record for National Cash Register Sales

A new monthly record was established by the National Cash Register Company, Dayton, Ohio, when sales for May totaled \$4,500,000.



Bridging the gap to—



—the New York Market!

ONE Brooklyn Bridge

is worth more to New York than a flock of little bridges or a fleet of ferry boats ☸ ☸ The only gap between any manufacturer and the New York market is the proportion of the ten million people in this market who don't know or don't care about his products ☸ ☸ Bridge this gap with The News! With its Marvelous Million* circulation, The News is worth more than any other advertising conveyance in New York. Carries the story across to millions at a time; more efficiently because of its thorough concentrated coverage, because of the high visibility of the small page and small paper! And at the lowest cost! Get the facts.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK

*May Averages: Daily 1,059,918; Sunday 1,242,803

NEW YORK is *newspapered* by THE NEWS

Trade Commission Condemns an Association Organ

*Washington Bureau
of PRINTERS' INK*

ARTICLES or editorials in any trade paper or "official organ" or association magazine, when used as a means to restrain trade, are specifically condemned by a cease-and-desist order recently issued by the Federal Trade Commission against the Mid-West Retail Coal Association. In many respects, the case is similar to that of a number of others, in which associations have been charged with illegal practices by the Commission; but in its use of publicity the Mid-West association appears to have entered a new field.

According to the record of the case, the coal association published or caused to be published from January, 1921, until July, 1923 a trade paper called *The Missouri Coal Man*. After the latter date, the name of the publication was changed to *The Coal Retailer* and was published by the executive secretary of the association. According to an announcement on its editorial page, the paper was published monthly from the office of the commissioner of the association for the confidential use of members only, and was the official organ of the association.

The Commission found during its investigation that *The Coal Retailer* was regularly distributed to all members of the association, and that there were from 1,000 to 1,500 copies printed of the first issues, and that later the circulation was increased to 5,000, and went not only to members and retail dealers but also to shipping companies in St. Louis, Chicago, Kansas City, Birmingham and Memphis.

The respondents were charged with designating as "snowbird," coal sold by producers and jobbers in carload lots to individuals, firms and corporations, excepting those using coal industrially for steam purposes, to organizations of individuals, including church associations and members, farmers under

the name of farm clubs or bureaus, farmers' elevator companies and co-operative societies, and to others. The respondents also designated as "snowbird" shippers those producers and jobbers who sold and shipped coal designated as "snowbird" coal.

The Commission also charged that the association's trade journal was used as a means of circulating lists of shipments of "snowbird" coal, and that it contained articles and editorials urging the members of the association and the retail trade to confine their purchases of coal for retail distribution to coal producers and wholesale dealers who had made it a policy not to ship so-called "snow-bird" coal or to ship to so-called "snowbirds."

The findings as to the facts also state that the association influenced the J. B. Sanborn Company, which is engaged in conducting a mercantile agency for the purpose of furnishing credit and other information, to designate in the Coal Dealer's Blue Book and its exchange and information services those producers and wholesalers which came under the association's "snowbird" classification.

The Federal Trade Commission has ordered the Mid-West Retail Coal Association to cease and desist from arbitrarily classifying sellers and purchasers of coal as "snowbird" shippers, "snowbirds" and shipments of coal as "snowbird" or causing any such classification to be published in any trade paper or other publication, or to be communicated to others or among themselves in any other manner. The order emphasizes this prohibition by condemning the method as follows:

"Designating or causing to be designated, in articles or editorials in any trade paper or other publication, or in any other manner or by any other means, any individual, firm, corporation or association, or groups thereof, as the vendor or purchaser of coal, or their shipments of coal by using or causing to be used denunciatory, scurrilous, abusive or derogatory language of and concerning them or either of them."

Exhibit "A"

The most convincing proofs of a magazine's advertising effectiveness are to be found in the actual experiences of its advertisers. We quote the following from letters received within the last month:

A Food Advertiser writes:

"Physical Culture is and always has been the best pulling magazine on our list. We have used it continuously for seven years."

—and a Beverage Advertiser:

"On a cost per inquiry basis PHYSICAL CULTURE leads the field in low cost. We will increase the amount of space used in your publication on our 1927 schedule."

—and a Kitchen Utensil Advertiser:

"We were so pleased with the results of our first advertisement in Physical Culture that we immediately contracted for monthly space for the whole of 1926."

—and a Toothpaste Advertiser:

"We have used Physical Culture for a number of years, which is probably the best indication of the results obtained."

—and a Fountain Pen Advertiser:

"We have received unusually satisfactory results from our advertisement in the April 1926 number of PHYSICAL CULTURE."

—and a Band Instrument Advertiser:

"While we have 142 national publications on our schedule for 1926, Physical Culture stands up as one of the leaders of this group."

Physical Culture

W. C. W. DURAND, *Advertising Director*
1926 Broadway New York

times could be written on
 a sheet which attended the
 method of developing new
 but probably the most
 example was the Cush-
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 wells
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operators was to produce the oil,
 which was either in the sand with
 the gas or in a sand just below
 it. In most instances the pres-
 sure and the volume of the gas
 were so great that drilling to the

chances. And, if we
 by this first venture,
 do not appear to be
 A wise and fortunat

Insurance for Newspapers

THIS space, 5½ inches x 4 columns—
 approximately 300 agate lines—
 in one New York evening newspaper,
 with a circulation of 650,000 copies,
 costs as much per day as a car card,
 in color, displayed in every subway,
 elevated and surface car of Greater
 New York, with a daily circulation of
 8,000,000 riders.

The National advertiser knows that no
 one ever looks for his advertisements—all
 he can hope for is that people will bump
 into them. The local merchant knows
 that the people will wade through the
 many pages to find his newspaper adver-
 tisements and he knows that he must com-
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 as, the modern era

enaped, baggy trousers, of knee-
 length or a little longer and high
 spats or leggings of coarse serge.
 A white shirt and gaily colored
 vest with an occasional cutaway
 and small doublet, a Turkish sash
 about the waist and a small

words from

Cunning is to wis-
 ape to a man—William

And, if we judge solely
first venture, the chances
appear to be unfavorable.
and fortunate choice of

projection of Siberia, and nearly
down to the center of Greenland,
leaving Spitzbergen from which
Commander Byrd set out, far
within the daylight circle. This
explains why he had perpetual

sunrise, and ex-
thousand feet high
should call that an
almost insurmountable

Newspaper Advertising

other retailers, but does he realize the following?

Millions of dollars in sales are lost every day by the department and specialty stores because of the vast number of "resolutions to buy" that are forgotten overnight.

Local advertisers can greatly increase the returns from their newspaper advertising through the use of the Street Car card. It is the last word to the shoppers on their way to the stores and it would remind them *every day* of stores and items in which their interest was aroused by the newspaper advertisements of the previous day.

J. R. Barnard

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

from the lips of wise men

is to wisdom as an
man.—William Penn.

is as a beautiful girl in the com-
pany of blind men.—Saadi.

sunrise service, I
and ordinary fac
hind each one is
thrilled to the a
It is also am

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DON'T PAY FOR OVER-EQUIPMENT

Don't Suffer by Under-Equipment

A fat horse is neither fast nor strong.

A print-shop heavily over-loaded with antiquated or excess presses can be big, but not efficient.

We operate a big plant, but it is a sleek plant, built for speed, economy and versatile service. Though 50 years old in experience, it is not a year old in equipment.

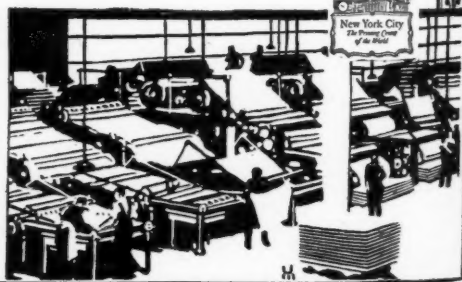
Our investments to keep a modern plant are constantly heavy, so that your investments for quality printing are consistently light.

*Effective June 25 our telephone
number will be WORTH 9430*



**ISAAC GOLDMANN
COMPANY**
80 Lafayette St. New York.

~Printers Since 1876~



Salesmen—Know Your Final Consumer

The Ultimate Buyer's Habits and Tendencies Can Be Made to Play an Important Part in Selling to Distributors

By W. R. Heath

"DON'T try to load me up on refrigerators," growled a Central New York dealer. "My idea is to keep only a few in stock and order as I make my sales. These new ideas in refrigeration for the home will put the ice-box of the old type out of business. If I place an order for six with you, I'm doing you a favor for old time's sake, in return for the dollars you have made for me."

And that was where selling logic and accurate knowledge came in. The dealer was in a frame of mind to do a great industry considerable harm, if what he said and what he thought was passed on, indiscriminately to his customers.

But the salesman was ready with an immediate comeback. He had armed himself with facts. The business of selling the old-style refrigerator has not decreased. Each year, on the contrary, has shown a vigorous increase.

This salesman knew what he was talking about. He had a little notebook in which statistics were set down. He knew exactly how many refrigerators had been sold, each year, for a period of five years. These figures were interesting and significant. They proved that this dealer was wrong in his reasoning. The facts were not on his side. If he persisted, he would be turning over a handsome piece of yearly business to competitors in his own territory.

"Well," said the dealer, "even if I did stock up on old-style refrigerators, I wouldn't buy from you folks. Another type is being advertised that makes a point of a patented feature. I understand every woman insists upon having it."

Once again, the salesman was prepared to talk intelligently and conclusively on the subject of the

consumers' preferences and buying tendencies. It was not true that the cream of business went to this one refrigerator. Simple, well-constructed and moderately priced refrigerators held the lead by a liberal margin.

So far as a salesman is concerned, there is nothing quite like having ready reference knowledge of how things are going with the final consumer. It is entirely possible for a well-intentioned and conscientious dealer to fool himself in the matter of popular trends. He may be misled, for example, by a sudden buying splurge, produced by a temporarily conducted local advertising campaign. It often happens.

A VETERAN'S EXPERIENCES

"It makes me smile," said a veteran salesman the other day, "when I hear dealers attempt to explain why the fateful hour has arrived when they can't do business with me any more, or must cut their customary orders in half. They must be protected against themselves, despite the fact that it demands a great deal of extra pressure on our part."

"For fifteen years, I have had as my leader a little homely coffee-pot of a type that was in vogue when I was a boy. But it was as good a coffee-pot of its kind as any manufacturer could produce and a great deal better, of course, than the majority."

"This past season, I bumped into new sales resistance. Almost everywhere I went, even with my oldest customers, I found the idea prevalent that the day of this article was over. There would be no demand for it to amount to anything. Women were all buying the new-fangled coffee-pots. They wanted either electric percolators, or percolator pots which achieved

the same results on the stove.

"But I happened to know the existing facts and the true status. I was in a position to prove to my skeptical friends just how many women came back to the ancient type of coffee-pot, after trying the new kinds. My statistics made a great many of these dealers sit up and take notice.

"It may come as a surprise to most folks to know that there has been no decrease of sales in our line. We made an investigation recently in five States and found that in many homes where there were the newer ideas in coffee-pots, there were also the old-style pots."

Just before the boom in Florida started, the sales manager of a concern specializing in knock-down bungalows of two, three and four rooms, sent his star salesman into the State. He was supplied with some interesting and important statistics that had been collected by an expert.

HE MET STIFF RESISTANCE

Almost everywhere, the salesman encountered resistance and indifference. Dealers did not think these "shacks" would sell. Substantial homes were being erected, even when they were tiny homes.

He made his last stand at Jacksonville. There, the general manager of a State-wide distributing agency laughed at his color photo-prints of the various models of knock-down cottages.

"They might be all right for temporary fishing and vacation huts," he commented, "but Florida is not that kind of a community, housing people for a month or so. I couldn't sell enough of those things to bother with them."

The salesman referred to his statistics. He pointed out that if the anticipated rush continued, and if a freight embargo followed, there would be a dangerous housing storage. His company used two coast steamers and was in a position to act independently of the railroads. The conference lasted for an hour, but the prospect remained obdurate.

The salesman sent his house a

night telegram advising that a branch office be opened either in Jacksonville or Miami without a moment's delay. If the dealers of the territory would not handle the line, then the company must arbitrarily assume that responsibility.

For a year and a half, the Florida branch did a large amount of business. The salesman's predictions came true. It was easy, after that, to line up distributors.

A sales manager tells the following story:

"I am familiar with the methods of operation of a salesman who sells the very latest things in office furniture, such as filing systems, cabinets, fireproof equipment and all the familiar efficiency measures of a progressive age.

"He travels South, and it's one, long, running fight with the majority of his dealers. He will go into a fairly large stationery and office supplies store in one of the middle-size Southern towns and unlimber his portfolio of photographs. Whereupon, the unprogressive dealer is apt to retort in this fashion:

"There's a limited sale for your stuff and there always will be. It costs too much, in the first place. Take filing cabinets: I can't persuade a customer to pay \$80 for one of those new-fangled, supposedly fireproof files, when he knows he can get a mighty serviceable wooden cabinet that will look just as well in his office for around \$25. There aren't that many fires and the fear of them isn't sufficiently great. Of course, now and then, a big plant will move into town and it won't care what it spends on equipment, but I won't sell it anything in any event; It will buy direct and in quantity lots. No, I'm paying attention to the homely lines and the good old specials that have kept the fires burning ever since I started in business."

"Apparently wise talk, but little of it is true. And the salesman knows it isn't true. He has figures to back up all he says. His home office attends to that, although he keeps his eyes open all the while. For one thing, he

That "Agency Man"

did a good turn for me. Besides getting a number of letters from friends saying that they had read my "Who Knows the Agency Man" advertisement in Printers' Ink several weeks ago, at the Advertising Club, Charlie Green, President of the Club, said: "Jack, that is the first advertisement of yours I have read from stem to stern. It's good stuff." Twenty or more fellows at the Club also spoke of it and at the Advertising Club Golf Tournament at Grassy Sprain another twenty mentioned it. Luther Fernald, nearly duplicated the "agency man's" handwriting. Provided the advertisement pounded home its message—that coach passengers, an unusual constituency of five hundred thousand people, can be reached at the low cost of twenty cents a thousand, at the logical buying time, when they are on the way to the New York City shopping district, and made some national advertisers realize what a fine proposition the advertising space in the coaches is,—that \$120 for the page in Printers' Ink was well spent. Why not send for the remainder of the facts on the advertising space in the Fifth Avenue coaches? A letter will bring it.

Agency commission 13%

Cash discount 3%

JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches

*(The ten cent fare coaches in which
passengers are not allowed to stand.)*

425 Fifth Avenue, N. Y.

Tel. Caledonia 0260

knows just what firms in that same town have ordered modern equipment, either through salesmen direct and special representatives, or from rival supply houses.

"He finally persuades the stubborn dealer to go out on a visit to several of the most progressive institutions in town. At each place where installations have been made a testimonial is secured which brings conviction that the time has been reached when wise office managers are unwilling to operate differently.

"The salesman sells the reluctant dealer with the aid of customers, rather than by his own arguments and personal efforts. He awakens the dealer to a true knowledge of the market in his own community.

"Almost every day I encounter evidence of this need on the salesman's part of knowledge concerning what the consumer thinks, how he thinks, and what he is likely to think day after tomorrow. The dealer, himself, is a little too close to have a true perspective. The unprogressive dealer knows only the type of customer his store attracts. He hasn't the slightest conception of the mental processes of people who go to the liveliest place in town for their requirements. Someone must give him this information, and the salesman does himself and his prospect a real service by supplying these facts."

G. E. Mainardy Joins New York "Evening Graphic"

George E. Mainardy, for many years advertising manager of the American Tobacco Company and recently with the H. E. Lisan Advertising Agency, New York, has joined the national advertising department of the New York *Evening Graphic*.

Canton, Ill., "Register" Merged with Canton "Ledger"

The Canton, Ill., *Register* has been absorbed by the Canton *Ledger*. The *Register* has been owned by C. E. Snively for the last forty-eight years.

Joins Ramsay Organization

Joseph A. Malone has joined The Robert E. Ramsay Organization, Inc., New York, as copy and research associate.

How One Subscriber Uses "Printers' Ink"

LUCILLE BUHL, INC.
NEW YORK

JUNE 2, 1926.

Editor of PRINTERS' INK:

This letter is a brief acknowledgment of the practical value of articles that appear from time to time in your publication.

In your issue of May 13, the opening article included a series of collection letters that the author of the article stated had been found very effective.

These letters seemed to the writer so full of human interest that we decided to try them on some past due accounts. So far the results have been most gratifying.

As an illustration: the third letter of the series was sent to an account nearly a year past due. This customer paid no attention whatever to the usual letters asking for settlement and even ignored a draft, but responded immediately with a check for the full amount upon receiving our last letter.

Incidentally the amount realized in this one instance is sufficient to pay for a subscription to *PRINTERS' INK* for several years to come.

LUCILLE BUHL, INC.

New Accounts for M. P. Gould Agency

The United States Bond & Mortgage Corporation, and the New York division of the Hunter Fan & Motor Company, both of New York, have placed their advertising accounts with the M. P. Gould Company, New York advertising agency.

E. A. Scholz with "The United States Daily"

E. A. Scholz, who has been with the Butterick Publications for the last seven years, has been appointed field circulation director of *The United States Daily*, Washington, D. C., with headquarters at New York.

N. H. Evans with "Suburban Coach Topics"

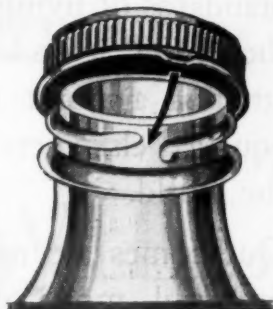
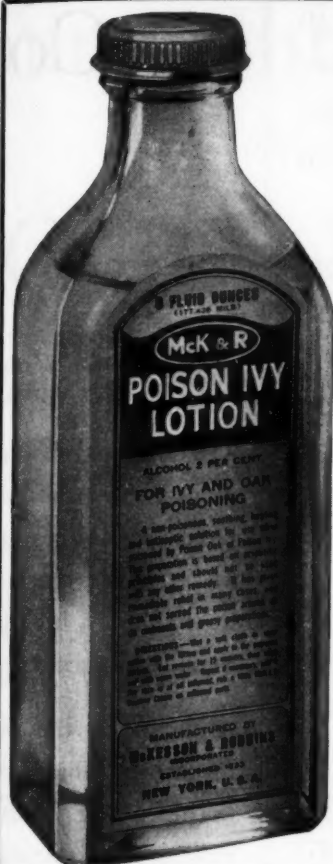
Norris H. Evans, recently with The Crowell Publishing Company, New York, has joined *Suburban Coach Topics*, also of New York.

"Western Woman and Rural Home" Absorbed

Western Woman and Rural Home, Govan, Sask., has been absorbed by *The Saskatchewan Farmer*, Regina, Sask.

Joins Montreal "La Patrie"

C. E. Goodman, has joined the advertising staff of *La Patrie*, Montreal. He was formerly with Hugh C. MacLean Limited, Montreal.



Here's the Cap That Does It!

1 Forms a positive air-tight, leak-proof closure at a gentle twist. The secret is the equally spaced lugs engaging slightly inclined threads on the container.

2 A perfect seal and reseal in one! As readily replaced as removed. The rolled edge cannot cut the fingers.

3 Allows for variations in glass or liner. There is sufficient flexibility in the cap to meet variations.

4 Protects quality of your products to the very last spoonful.

5 Completes your container with a cap that beautifies and advertises. (The majority of Amerseals are lithographed or enamel sprayed.) Will not rust.

Whether your product be an oil, an acid, an alkaline or saline substance, a syrup or an emulsion, if it can be sealed, there is an Amerseal that will do it—perfectly! Let us give you full particulars as to the Amerseal and your product. No obligation.

THE AMERSEAL CAP

AMERICAN METAL CAP COMPANY

Brooklyn

Chicago
Cleveland
Detroit

Branches in the following cities:

Los Angeles
San Francisco
St. Louis

New York

Portland
Seattle
Louisville

Standards of living in the United States have attained a point unequalled elsewhere in the world.

Our homes are more beautiful, more comfortable, more efficient, more satisfying in every way.

Back of all the advances that this country has achieved, back of all the lives of its men and women, are these finer and better homes, acquired and maintained through the efforts and ambitions of those who dwell in them.

Com po

G

*Good Housekeeping's position
in the field of Building
Material advertising.*

The share of women's magazines such as Good Housekeeping in raising and maintaining the standard of living at a high level, is one that cannot be ignored.

And among the women's magazines, which one leads in this respect? What is the judgment of manufacturers of nationally advertised merchandise — the keenest

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GOOD WILL

judges of values—in appealing to women?

To be more specific, what is the consensus of opinion among advertisers of Building Materials, as indicated by their actions in placing advertising in 1925, in the six leading women's magazines?

Good Housekeeping, 65 accounts; the second magazine, 21.

Good Housekeeping, 39 exclusive accounts; the second magazine, 2.

Good Housekeeping, 151 $\frac{1}{2}$ pages; the second magazine, 33 $\frac{2}{3}$.

Such a position is the natural result of faithfully serving its readers. The Good Will which it indicates has grown as inevitably as compound interest.

GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

This is the second in a series.

Publishers' Promotion Matter

How To Make It Effective

With the mass of medium and market data passing over the desk of a busy representative of only one list of newspapers, just imagine that printed information multiplied many times, passing over the desk of a busy space buyer!

Does he read it?

He does *not*. He *can't*!

The main reasons why most publishers' promotion matter is wasted are:

Irrelevant.

Inaccurate.

Hard to read.

Too bulky, too long.

Unimportant points over-emphasized.

Hard to file and find.

A lack of uniformity or standardization on the part of the publishers, agents and advertisers for handling this sort of information.

The ultimate answer may be in the buyers and sellers cooperating to develop a somewhat standardized method comparable to the uniform system of circulation analyses.

Meanwhile a publisher can profit by having his material prepared or at least approved by a man of seasoned experience in the national field.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit

Atlanta

New York

Chicago

Kansas City

San Francisco

The Sales Manager's Duty to His Staff

His Responsibility Is Twofold; to Serve His House and Serve His Sales Force

By A. H. Deute

General Sales Manager, The Borden Company

WE easily and naturally develop a keen sense of the responsibility on the part of the salesman to his house, his organization and his sales manager. But right down in our own hearts we have to tell ourselves quite frequently that this business of sales management is pretty much a business of depending upon the men with whom we surround ourselves. One day a sales manager said to me: "I like my job fine. If my men come to the end of the month or the end of the year with a good volume of business, I am a smart sales manager and get a good bonus and maybe a raise in pay. If they don't come through for me, I discharge them!"

That statement does not sound altruistic but it comes much nearer to being the true expression of most of us than we care to admit.

Let's be outspokenly selfish. We're only as good, in the eyes of the boss, as our sales force happens to be. A good sales force, and the boss thinks we are fine. An inferior group of men, and we're not so good in his eyes.

So, when all is said and done, the group of men we are pleased to call our sales force means very much indeed to us. That being so, let us consider today the very great sense of responsibility we should feel for each salesman personally. I am not thinking now about how to make the salesmen do more for us, but rather trying to consider briefly some of those things we can do for them.

The successful sales forces are not so much groups of super-salesmen as they are groups of

average men who are doing work above the average. The occasional natural-born star salesman is mighty shaky material around whom to build. Any day he may be gone. Relying on the star business-getter is dangerous from another standpoint. All too often he sells himself and not the line. He may be an orator or mixer or spell-binder who, in the long run, may do the organization more harm than good.

Our first responsibility toward our organization, then, is to get the right type of men. What this right type happens to be is largely a matter of individual needs. Some of us are most successful with young college graduates. Others prefer the better class of retail store clerks. Others like young men out of the office or factory while still others prefer to get men around thirty-five to forty years of age who have had several years of selling experience with other companies—not necessarily or even preferably competitive companies.

Many a sales manager pays little attention to a man's past experience and seems to do as well as the man who picks from one certain group. Personally, I don't know that it makes much difference.

Next comes the job of teaching the man the line so well that he in turn can enthusiastically talk his products to his prospective customers. And that is a real and big and never-ending job. I have talked on the road actually with hundreds of salesmen selling all sorts of lines and it is really astonishing how little the average salesman knows about business in general and his business in particular. On the other hand, while it is astonishing how little the

Portion of an address delivered at the Paint and Varnish Advertising and Sales Managers' Conference, Philadelphia, June 9.

average salesman knows, it is not surprising.

While about every sales manager has a theoretical course of instruction for his men, few of us give them the training that they ought to have. In most cases, we train them quite well before they actually start out to sell, but after that we are all too inclined to regard them as "old men" and assume that they know the line. The moment the salesman starts out on his job, he begins to absorb objections and obstacles. He hears all the good points about competing lines and all the bad things about his own proposition. Dealer after dealer or prospect after prospect upon whom he calls is literally armed to the teeth with arguments and obstacles and objections. He gets these served up to him many times a day and day by day his training in his own line becomes more and more a memory of the past.

There are many ways to keep the salesman's "batteries" charged. There are, of course, the frequent letters written by a sympathetic sales manager—those letters do wonders. Written by a "pep artist" maybe just out of college, they are worse than useless. The real salesman on the road does not get any benefit out of letters dealing with "the house expects every man to do his duty." The cheer leader type of sales stimulation leaves much to be desired.

If you put yourself in the salesman's place, the type of letter which will help him is not difficult to understand. Keep in mind, first of all, that the salesman is the company, so far as the prospective buyer is concerned. He expects the salesman to know his line and to know something of the industry in general and a good deal about business conditions. So let your letters keep your salesman up to date and a real representative of the company.

Especially, give him the news of the business. The buyer likes to hear it and the salesman's standing is enhanced if it is evident that he is in close touch with his house.

The sales manager who writes

good, worth-while letters to his men can expect, and does get sound, worth-while letters back from his men. These letters from the salesmen in themselves may not be directly helpful to the house, but indirectly they are very valuable. They go a long way to help the salesman increase his business. And here is why—the salesman who is going to write to the boss and state his case is thinking clearly. And in thinking out his proposition in a clear way, he unconsciously makes his whole selling talk better and clearer. The man who writes a good letter is first of all able to think clearly and put down what he thinks. And thus not only does the sales manager have a great advantage in this way to judge his men, but his men naturally improve themselves while writing those letters.

There is another highly important element which every salesman must learn from his sales manager and that is his firm's attitude toward its competitors. Are we going to compete in a clean, wholesome manner or are we going to kick, bite and gouge when nobody is looking?

It is a pretty well-established fact that the man who will cheat his competitor will cheat his customers. It is much easier for the heads of a business to maintain friendly relations with others in the industry than it is for the salesman on the road to maintain such relations with competing salesmen. Generally, they are not well acquainted with their competitors on other sales forces. Then, too, they are unable to appreciate the larger phases of the competitive situation and can only know that the competing salesman got a particular order which they wanted to get. And yet there can be no real, clean competition unless the sales forces in the field and the individual salesmen know what and why the company policy may be, and are in accord with it. This is a real job for the sales manager. And he can't handle it in one circular letter and let it go at that.

The sales manager owes it to



Time Tried and Tested

IRON TRADE REVIEW

Established 1883

THE FOUNDRY

Established 1892

DAILY METAL TRADE

Established 1909

ABRASIVE INDUSTRY

Established 1920

POWER BOATING

Established 1905

MARINE REVIEW

Established 1878

**THE PENTON
PUBLISHING CO.**

**PENTON BUILDING
CLEVELAND, O.**

*The Penton Press—printers of
newspapers, business papers,
national magazines, books,
catalogs, etc.*

his men to take care of them financially. Of course, there are always salesmen who think merely of the money in the job. That is wrong. A salesman should not think merely of the pay. He should think first of his ability to earn the pay. And it is the sales manager's job to teach his men that the ability to earn good pay must come ahead of a regular and good-size pay check. It often requires real school-teaching ability on the part of the sales manager to bring this home to his men. But he never in the world can bring it home to them unless his men know that as they do develop in ability to bring in the business, their sales manager is on the job to see that they win proper recognition.

So it would seem that the sales manager's job is twofold: if he would do the right thing by his house, he must make it his business to do the right thing by his men. He must not only serve his house but each one of his salesmen as well. And as sales managers we can naturally expect to profit in proportion to our own ability to take care of these two elements—the house and the salesmen.

Julian Mason Appointed by New York "Evening Post"

Julian Mason, formerly managing editor of the New York *Herald Tribune*, will become editor-in-chief of the New York *Evening Post* on July 1. He will succeed David E. Smiley, who will give all his time to the *Philadelphia Public Ledger*, *Evening Public Ledger* and *Daily Sun*.

E. V. Peters Leaves New Jersey Zinc Company

Edward V. Peters has resigned as general sales manager of The New Jersey Zinc Company, effective July 1.

The duties of general sales manager of The New Jersey Zinc Company are being assumed by A. P. Cobb, vice-president, who will be assisted by J. H. Janeway, assistant to the vice-president.

Northwest Missouri Press Association to Meet

The mid-summer meeting of the Northwest Missouri Press Association will be held at Monroe City, Mo., on July 30.

F. W. Stanley Heads Alabama Publishers

F. W. Stanley, of the Greenville, Ala., *Advocate*, was elected president of the Alabama Press Association at the annual meeting of that association at Auburn, Ala., recently. R. B. Vail, Bay Minette, Ala., *Baldwin Times*, was elected vice-president. Other officers chosen were as follows: Horace Hall, Dothan *Eagle*, secretary-treasurer; John C. Williams, Talladega, historian; and N. C. Cady, Western Newspaper Union, business manager. Talladega, Ala., was chosen for the next meeting place of the association.

Advertising Campaign for Plymouth, Mass.

An advertising campaign is being conducted by the town of Plymouth, Mass., in Boston, New York, Chicago, Philadelphia, Cleveland, Pittsburgh and Baltimore newspapers, to attract tourist travel to Plymouth and Cape Cod. The Walton Advertising and Printing Company, Boston, is directing this campaign.

Canadian Engineers Appoint Montreal Agency

The Association of Consulting Engineers of Canada, Montreal, has appointed Duncan S. Blaikie, advertising agency, also of Montreal, to direct its advertising account. Financial papers, and engineering and municipal trade periodicals will be used.

H. C. Burr with "The Christian Science Monitor"

Hudson C. Burr has joined the New York office of *The Christian Science Monitor*. He was recently manager of the Cellokay Manufacturing Company, New York. Prior to that time he had been assistant advertising manager of *Metal Industry*, also of New York.

Join Hathaway Service

R. Gifford Gillaspay, for seven years advertising manager of the Barnes-Woods Clothing Company, Colorado Springs, Colo., and Allen E. Gunnell, formerly of the advertising department of the Colorado Springs *Gazette and Telegraph*, have joined the Hathaway Advertising Service, Colorado Springs.

Joins Muskegon, Mich., "Chronicle"

Wilbert Bennetta, formerly with the Grand Rapids, Mich., *Press*, has been made advertising manager of the Muskegon, Mich., *Chronicle*. Both papers are part of the Booth Newspaper Syndicate.

International Shoe Reports Sales

The International Shoe Company, St. Louis, Mo., reports net sales of \$44,904,006 for the five months ended April 30. Net income for this period was \$4,251,947, after charges.

The First 200 Agencies

—of the 1079 advertising agencies that used 82,716 pages of space in the publications of The Associated Business Papers, Inc., in 1925, with comparative figures for the two preceding years.

RANK			PAGES USED			
1925	1924	1923	1925	1924	1923	
1	1	2	N. W. Ayer & Son, Philadelphia.....	1884	1791	1519
2	3	1	Rickard & Co., Inc., New York.....	1502	1445	1958
3	4	30	Barton, Durstine & Osborn, Inc., New York.....	1478	1327	500
4	2	4	Campbell-Ewald Co., Detroit.....	1476	1704	1009
5	8	7	G. M. Basford Co., New York.....	1180	973	947
6	6	8	George Batten Co., Inc., New York.....	1002	1019	869
7	25	60	Henri. Hurst & McDonald, Chicago.....	983	593	275
8	10	12	Russell T. Gray, Inc., Chicago.....	945	822	740
9	12	20	Thomas F. Logan, Inc., New York.....	907	776	606
10	5	9	The Powers-House Co., Cleveland.....	837	1039	830
11	62		Gardner Adv. Co., Inc., St. Louis.....	800	320	
12	9	5	O'Connell-Ingalls Adv. Agency, Boston.....	798	824	975
13	7	13	Ferry-Hanly Adv. Co., Kansas City.....	764	976	727
14	13	40	The Buchen Co., Chicago.....	731	755	417
15	18	18	Frank Presbrey Co., Inc., New York.....	723	706	629
16	14	6	McLain-Simpers Organization, Philadelphia..	715	744	968
17	16	24	Ray D. Lillibridge, Inc., New York.....	692	718	545
18	19	21	A. Eugene Michel & Staff, New York.....	677	702	577
18	39	67	The Griswold-Eshleman Co., Cleveland.....	677	471	246
20	55	33	Critchfield & Co., Chicago.....	639	387	465
21	17	10	Erwin, Wasey & Co., Chicago.....	592	709	794
22	32	48	Paul Teas, Cleveland.....	586	519	327
23	33	27	Procter & Collier Co., Inc., Cincinnati.....	578	518	525
24	15	14	Wightman-Hicks, Inc., New York.....	554	737	713
25	21	50	The Aitken-Kynett Co., Philadelphia.....	542	655	318
26	24	28	Bissell & Land, Inc., Pittsburgh.....	540	595	519
27	42	46	The Erickson Co., Inc., New York.....	538	440	341
28	22	32	MacManus, Inc., Detroit.....	530	627	467
29	41	54	Potts-Turnbull Co., Inc., Chicago.....	526	455	294
30	26	15	Walker & Downing, Pittsburgh.....	525	584	706
31	63	65	Hazard Adv. Corp., New York.....	524	316	250
32	38	16	Frank Seaman, Inc., New York.....	513	472	689
33	31	36	Brooke, Smith & French, Inc., Detroit.....	507	533	439
34	34	52	The Sweeney & James Co., Inc., Cleveland..	499	510	302
35	11	25	Fuller & Smith, Cleveland.....	498	790	539
36	27	19	J. Walter Thompson Co., Inc., New York..	497	583	622
37	55	49	The Blackman Co., Inc., New York.....	494	387	326
38	23	37	The H. K. McCann Co., New York.....	480	600	429
39	30	42	Meyer-Beeson-Golden, Inc., New York.....	470	534	396
40	40	35	George J. Kirkgasser & Co., Chicago.....	468	469	453
41	29	63	Lord & Thomas, Chicago.....	448	536	262
42	28	198	Fecheimer, Frank & Spedden, Inc., Detroit..	438	550	95
42	22	26	Blackiston Organizations, Canton, O.....	438	632	526
44	20	17	Walter B. Snow & Staff, Inc., Boston.....	427	666	673
45	64	76	Calkins & Holden, Inc., New York.....	413	311	230
46	147	157	Williams & Cunningham, Inc., Chicago....	404	143	122
46	50	55	The George L. Dyer Co., Inc., New York...	404	416	291
48	36	29	Newell-Emmett Co., Inc., New York.....	401	496	512
48	48	22	Federal Adv. Agency, Inc., New York.....	401	418	558
50	77	201	Paul A. Florian Adv. Agency, Chicago.....	394	260	93

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1925	1924	1923		1925	1924	1923
51	35	59	Carroll Dean Murphy, Inc., Chicago.....	385	501	278
52	52	68	Irvin F. Paschall, Inc., Chicago.....	376	395	245
53	52	44	Mitchell Adv. Agency, Inc., Minneapolis...	366	395	362
54	116	173	Advertisers' Individual Service, Chicago...	356	194	111
55	48	39	D'Arcy Adv. Co., Inc., St. Louis.....	353	418	427
56	54	34	Anfenger Adv. Agency, Inc., St. Louis.....	350	393	460
57	90	132	George Harrison Phelps, Inc., Detroit.....	343	231	142
58	45	3	William H. Rankin Co., Inc., Chicago.....	339	426	1305
58	68	86	H. C. Goodwin, Inc., Rochester, N. Y.....	339	300	201
60	43	108	Marschalk & Pratt, Inc., New York.....	336	438	174
61	109	681	Advertising Producers Associated, Chicago..	330	201	7
62	79	97	Joseph Richards Co., Inc., New York.....	328	250	187
63	118	168	Reincke-Ellis Co., Chicago.....	325	191	116
64			Sterling Beeson, Inc., Toledo, O.....	324		
65	37	23	Eugene McGuckin Co., Philadelphia.....	322	488	549
66	46	43	Waynesboro Adv. Agency, Waynesboro, Pa.	313	425	389
67	58	38	The Moss-Chase Co., Inc., Buffalo, N. Y...	297	344	428
68	72	145	Porter-Eastman-Byrne Co., Chicago.....	287	278	132
69	65	116	Tuthill Adv. Agency, Inc., New York.....	286	308	161
69	84	118	Elmer H. Doe Adv. Agency, Louisville, Ky.	286	236	160
71	102	140	F. J. Ross Co., Inc., New York.....	280	210	134
72	109	127	Crosby-Chicago, Inc., Chicago.....	274	201	150
73	87	126	Industries' Publicity Corp., New York.....	270	234	150
74	47	45	Lampert-MacDonald Co., South Bend, Ind..	265	421	342
75	84		O. S. Tyson & Co., Inc., New York.....	263	236	
76	158	158	Moser & Cotins, Utica, N. Y.....	262	137	121
77	78	82	The Albert P. Hill Co., Inc., Pittsburgh....	261	254	208
78	163	215	The Patterson-Andrews Co., Inc., New York	260	134	82
79	57	72	Barrows, Richardson & Alley, New York...	257	345	236
80	102	123	Ralph H. Jones Co., Cincinnati.....	247	210	154
81	190	357	Hannah-Crawford, Inc., Milwaukee.....	245	112	38
82	61	41	Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee	244	323	406
83	97	106	George H. Gibson Co., New York.....	242	218	176
84	115	128	Chappelow Adv. Co., Inc., St. Louis.....	241	195	149
85	178	379	White Adv. Agency, Grand Rapids, Mich...	233	120	34
86	109	109	Manufacturers' Publicity Co., New York....	232	201	174
86	51	31	Charles Daniel Frey, Inc., Chicago.....	232	397	490
88	59	71	Tracy-Parry Co., Inc., Philadelphia.....	231	336	241
89			Rogers-Gano Adv. Agency, Inc., of Illinois, Chicago	230		
90	126	104	The Richardson-Briggs Co., Cleveland.....	225	174	180
91	76	78	Charles W. Hoyt Co., Inc., New York.....	224	261	215
92	97	95	Rose-Martin, Inc., New York.....	223	218	191
92	70	56	Fisher-Brown Adv. Agency, St. Louis.....	223	283	286
94	167	146	R. E. Lovekin Corp., Philadelphia.....	220	131	130
94	73	85	George W. Edwards & Co., Philadelphia....	220	276	204
96	94	134	Rogers & Smith Adv. Agency, Chicago.....	219	227	141
97	66	110	Fred M. Randall Co., Detroit.....	215	306	174
98	81	89	Zimmer-Keller, Inc., Detroit.....	211	245	197
98	84	127	Robert June, Detroit.....	211	236	149
100	153	135	Burns-Hall Adv. Agency, Milwaukee.....	207	140	140
101	215	211	Evans Associates, Inc., Chicago.....	206	96	85
102	90	103	Mitchell-Faust Adv. Co., Inc., Chicago....	204	231	184
102	125	96	Norris L. Bull, Hartford, Conn.....	204	175	190
104	130	183	Russel M. Seeds Co., Inc., Indianapolis....	203	169	104
104	69	107	John W. Odlin Co., Inc., Worcester, Mass..	203	288	175
106	139	155	Burnham & Fishler, Inc., New York.....	201	158	122
107	133	88	Redfield, Fisher & Wallace, Inc., New York	199	164	198
108	160	163	R. E. Tweed Co., Philadelphia.....	198	136	119
108	74	53	The Byron G. Moon Co., Inc., Troy, N. Y..	198	275	294
110	142	142	H. E. Lesan Adv. Agency, Inc., New York	194	155	134
110	179	119	Charles H. Touzalin Agency, Inc., Chicago..	194	117	158

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1085 1984 1923				
110 88 122	Drechsler-Peard Co., Inc., Baltimore.....	194	233	154
113 95 234	Albert Frank & Co., New York.....	193	225	75
114 428	Brenninger & Wolcott, Boston.....	190	29	
115 158 193	The H. & J. Stevens Co., Grand Rapids, Mich.	189	137	98
116 100	G. W. Brogan, Inc., Towson, Md.....	185	212	
117 147 117	The C. C. Stockford Co., Toledo, O.....	184	143	161
117 142 112	Wilson H. Lee Adv. Service, New Haven, Conn.....	184	155	171
119 231 169	The Robbins & Pearson Co., Columbus, O...	182	89	116
120 175 193	Ben Dean Adv. Agency, Grand Rapids, Mich.	181	123	98
121 134 252	Bayless-Kerr Co., Cleveland.....	180	163	67
122	Hommann, Tarcher & Cornell, Inc., New York	179		
123 155 128	The Littlehale Adv. Agency, Inc., New York	178	139	147
123 75 66	The Cramer-Krasselt Co., Milwaukee.....	178	262	250
125 104 102	Western Adv. Agency, Inc., Racine, Wis...	177	208	184
126 82 73	United States Adv. Corp., Toledo, O.....	176	242	233
126 114 99	Sidener, Van Riper & Keeling, Inc., Indian- apolis.....	176	196	186
128 122 278	R. R. Shuman Co., Chicago.....	173	183	58
128 80 74	Olson & Enzinger, Inc., Milwaukee.....	173	248	231
130 96 51	H. C. Winchell Adv. Agency, Chicago.....	172	224	312
131 132 111	Groesbeck-Hearn, Inc., New York.....	169	166	172
131 156 190	Witt K. Cochrane Adv. Agency, Chicago..	169	138	98
133 113 182	Sheridan, Shawhan & Sheridan, Inc., New York.....	168	199	105
134 67 84	F. J. Low Co., Inc., New York.....	165	304	204
135 137 100	Southwestern Adv. Co., Dallas, Texas.....	163	160	186
135 107 161	The John S. King Co., Inc., Cleveland.....	163	202	120
137 229 167	Frank G. Morris Co., New York.....	162	90	116
137 190 392	The Jay H. Maish Co., Marion, O.....	162	112	31
139 292 414	Pratt & Lindsey Co., Inc., New York.....	160	62	27
140 265 390	E. P. Remington Adv. Agency, Inc., Buffalo, N. Y.....	158	72	31
141 163 77	The Lee E. Donnelly Co., Cleveland.....	157	134	224
142 420	Commercial Art Engraving Co., Chicago..	156	31	
143 135 81	The Nichols-Evans Co., Cleveland.....	153	161	212
143 240 120	Fonda-Haupt Co., Inc., New York.....	153	86	157
145 168 190	Louis V. Urmey, New York.....	150	129	98
146 151 181	Barker, Duff & Morris, Pittsburgh.....	149	141	106
146 97 69	Dorrance, Sullivan & Co., Inc., New York..	149	218	242
146 185 266	Behel & Harvey Adv. Agency, Inc., Chicago	149	115	63
149 121	The Green & Van Sant Co., Baltimore.....	148	184	
150 105 90	Robinson-Eschner Adv. Co., Erie, Pa.....	146	207	197
150 249 202	Aubrey & Moore, Inc., Chicago.....	146	81	93
152 140 156	Hanff-Metzger, Inc., New York.....	145	157	122
153 92 114	John Ring, Jr. Adv. Co., St. Louis.....	144	230	163
154 128 75	McJunkin Adv. Co., Chicago.....	143	173	230
155 135 165	Prather-Allen Adv. Co., Inc., Cincinnati...	141	161	117
156 174 256	Julian J. Behr Co., Inc., Cincinnati.....	140	124	64
157 147 147	The Geyer Co., Dayton, O.....	139	143	130
158 165 199	Smith-Endicott Co., Boston.....	137	132	94
158 190 148	Peck Adv. Agency, Inc., New York.....	137	112	129
160 245 650	Morris W. Lee, Chicago.....	136	83	8
161 123 80	The Green, Fulton, Cunningham Co., Chicago	134	182	212
162 194 130	Krichbaum-Liggett Co., Cleveland.....	131	111	147
162 186 286	C. C. Winningham, Detroit.....	131	114	55
162 620 331	Bellamy-Neff Co., Chicago.....	131	11	46
165 153 79	Mace Adv. Agency, Peoria, Ill.....	130	140	215
166 172 206	Carr & Columbia, Inc., New York.....	129	126	86
167 60 164	Churchill-Hall, Inc., New York.....	128	330	117
168 140 105	Smith Chesman & Co., Inc., St. Louis.....	127	157	177
168 204 217	Cecil, Barreto & Cecil, Inc., Richmond, Va...	127	104	82
168 142 359	Bolton, Meek & Wearstler, Youngstown, O...	127	155	37

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171	126	91	W. S. Hill Co., Inc., Pittsburgh.....	126	174	197
171	314	61	Advertising Service Co., Ltd., Montreal.....	126	54	274
173	120	91	Wales Adv. Co., New York.....	124	188	197
173	93	69	Gotham Adv. Co., New York.....	124	229	242
173	704		Cross & La Beaume, Inc., New York.....	124	6	
176	801		Maurice H. Needham Co., Chicago.....	121	3	
176	168	223	C. L. Doughty Adv. Agency Co., Cincinnati	121	129	80
178	234	272	The J. Horace Lytle Co., Dayton, O.....	119	87	60
179	594		William Jenkins, Philadelphia.....	117	12	
180			Frank H. Jones, Boston.....	116		
181	88	62	Collins-Kirk, Inc., Chicago.....	115	233	268
182	259	323	Yost, Gratiot & Co., St. Louis.....	113	75	47
182	101	57	Mac Martin Adv. Agency, Inc., Minneapolis	113	211	282
182	183	250	Farnsworth & Brown, Inc., New York.....	113	116	67
185	240	253	The Koch Co., Milwaukee.....	112	86	66
185	197	246	The Philip Kobbe Co., New York.....	112	109	69
185	208	227	F. Wallis Armstrong Co., Philadelphia.....	112	102	79
185	179	232	The Callaway Associates, Inc., Boston.....	112	117	75
189	220	525	Shankweiler Adv. Agency, Allentown, Pa....	111	94	15
189	373	450	Thomas M. Bowers Adv. Agency, Chicago....	111	40	23
191	83	529	McKinney, Marsh & Cushing, Inc., Detroit..	110	237	15
191	741		Harrison-Guthrie Agency, Minneapolis.....	110	5	
193	280	283	The Advertising Corporation, Waterloo, Ia...	109	68	57
194	204	367	Fox & Mackenzie, Philadelphia.....	108	104	36
194	288	572	Calvin Stanford Adv. Agency, Atlanta.....	108	63	12
194	187	169	A. H. Fensholt, Chicago.....	108	113	116
197	267	175	Merrell Wood Adv. Co., Youngstown, O.....	107	71	111
197	187	186	McClure & Orton, Warren, O.....	107	113	101
199	849	334	Honig-Cooper Co., Inc., San Francisco.....	106	2	45
200	190	263	Johnson Read & Co., Inc., Chicago.....	104	112	63

The complete list of agencies placing business with A B P publications in 1925 has been printed in book form and will be sent to any interested person on request.

The Associated Business Papers, Inc., not only thanks its many agency friends for this concrete evidence of their appreciation but it congratulates them upon the ability they have demonstrated, to render adequate service in a field of exacting requirements.

The growth in the power and influence of the Business Press and in the general recognition accorded it, may be regarded as proof that specialization in publishing and advertising is keeping pace with specialization in trade, industry, and in fact in every department of human effort.

THE ASSOCIATED BUSINESS PAPERS, INC.
Headquarters, 220 West 42nd Street, New York, N. Y.

Composed of
qualified
publications
only

A.B.P.

Reaching the lead-
ing fields of trade,
industry and pro-
fessional life

The Dynamic Illustration That Gives the Reader a Jolt

Pictures into Which the Artist Has Put Melodramatic Ideas

By W. Livingston Larned

WHAT is the average motorist's personal experience with tube flaps? They have always given him a certain amount of trouble, what with their squirming and rubbing and shifting of position inside the shoe casing. He is quite likely to accuse these flaps of causing both tire trouble and short life to tubes.

In time, the objectionable features become an aggregate force, not without "personality"; an allegory of trouble and inconvenience. If the advertiser can arrive at a method of picturing such conditions with animation, or through a symbol, he is more likely to win a sympathetic and understanding reception. He has interpreted a popular mood intelligently.

When the Beaney Tire Flap, manufactured along entirely new principles, was launched recently, a brilliant thing was done, pictorially, in order to make a homely subject highly melodramatic. There was, unquestionably, a widespread market for this product. Every motorist was at least partially sold, in advance, having encountered trials which the advertising could so handily set down in detail.

But from the artist's standpoint, what could be done in the way of illustrating the campaign? Tame pictures would detract rather than make the series more interesting.

The one idea in a million for

that advertising was devised; an idea at once vivid with action, pictorial significance, tense and stirring movement. The motorist was to be made to see in the old-style flap, a menace, an enemy, dangerous to the pocketbook and to motoring pleasure. Here was, in-



Waste's Pet

When is wasted the roll in the door, if you are motoring. Waste's pet looks on your lamp from endless flares, misadventure, hospital expenses, premature stopping, and consequent high costs.

Chase the threatening beast far from your Timken Tapered Roller Bearings. Think of them as the more than a mere source of ending stress flares. They do give you steady, unending rolling motion in place of the old and dying bearing. They also insulate the stresses of constant motion so that in an emergency you can avoid the expense of stress in an oil seal, or saving the speed of stress in a bearing, or saving the speed of stress in a bearing, or saving the speed of stress in a bearing.

Higher rated, faster and speed capacity, Timken Tapered Roller Bearings possess many advantages, including permanent lubrication, less vibration, and improved design.

The Timken Bearings themselves, made of Timken and from Timken electric forgings, have the endurance to stand the most severe tests in Timken-equipped machinery.

We are frequently asked how to buy or to build Timken-equipped. Talk to a Timken Industrial Engineer about this. Whether you are concerned with machine tools, conveyor equipment, automatic handling devices, mining machinery, electric motors or any other mechanical line, we can advise you on the best Timken equipment to use.

TIMKEN
Tapered
ROLLER BEARINGS

TIMKEN IS RUNNING AN ENTIRE SERIES IN WHICH THE DRAMATIC ELEMENT HAS BEEN INTERESTINGLY DEVELOPED

deed, a "serpent in the grass" as seen by the prospect.

To the right of a page, an inner tube was reproduced, in as large size as possible. The more generous space, however, was allotted to an old, worn inner tube flap. It writhed and curled and twisted, serpent fashion, suggesting nothing so much as a reptile. This was as the motorist knew it best. Fit it in at one end, and out it

squirmed at the other. It seemed almost to possess life. To make it stay put was incredibly difficult.

Since it did suggest a snake, the advertiser completed the picture by terminating one end of the worn flap with a snake's head. The mouth was open and the fangs were visible. It was closing its jaws over a section of inner tube. And this inner tube gave every indication of previous attacks.

Rather repulsive? Far-fetched? Well, not through the motorist's eyes. The squirming snake-like flap has always been his enemy, and, like the serpent, doing its work unseen, leaping out at a tube unexpectedly.

A phrase was arrived at which made the illustration more than valid: "Avoid the squirming flap that has been biting your inner tubes."

Observe how the advertiser sums up the points of his dramatic parallel:

"Both ends of the ordinary type of flap are fitted over the valve stem of the inner tube, establishing the fixed length of the flap, but it is necessary for the flap to be longer than the rim circumference in order to allow it to pass over the rim when mounting tire."

Also observe the difficulty of describing a product such as this in order actually to visualize what takes place. It is all the more necessary for such a campaign to use illustrations which tell the story simply and with dramatic impact. There are some readers who will not get a type explanation quickly: The picture speaks a simpler language and often a far more forceful one. The text continues:

"During the inflation of the inner tube, the flap attempts to contract (contrary to popular conception, flaps do not expand during inflation but attempt to contract) and adjust itself to the rim circumference. But the circumference of the ordinary overlong flap cannot be decreased sufficiently to permit it always to ride centrally between the beads of the tire because both ends are fitted over the valve stem. In an endeavor to take up

its surplus length, the flap frequently is forced to wrinkle, crease and side-slip off the rim and up the side wall of the tire into the flexing area. This action exposes the inner tube to the edges of the tire beads and rust on the rim and results in chafing, tube-pinching, strain on valve stem causing leaky valves, rim cutting, freezing to the rim and difficulty in demounting."

And so the artist visualizes the old-style flap as a coiling, ready-to-strike serpent, the motorist's hidden enemy, with "fangs" that bite into the unprotected rubber. A clever and admissible comparison.

Certain illustrations seem to possess this smashing power of clearly portraying a thought, in itself subtle and often difficult to put into words. These are the illustrations which unquestionably attract attention. They literally shock the reader into recognition of essential facts and arguments. They are likely to be negative but there is no longer the old prejudice against this type of picture.

The average home-owner neglects proper fire-protection measures where his own home is concerned, because it is practically impossible for him to visualize, in his own mind, the yearly toll of fire. Say it to him in figures, and he nods but is not impressed. The number of roof-communicated, "accidental" fires in home areas, is reckoned to be 32,000 each year. Bring this argument to bear, in cold type, throughout an advertising campaign and see how far you progress. It doesn't seem to make an impression.

Consequently, such advertisers as Johns-Manville are compelled to grow more dramatic, more emphatic, through illustrations of a very high sensation-voltage. The figure of Fire bends far over the roof of a burning house, and draws the string of a giant bow. A flaming arrow leaps into the air, headed downward. At the bottom of the page, there is a community of homes. An arrow, tipped with fire, has struck one of these, and it immediately bursts into flames. Dramatic? Very! And the head-



You can stop the traffic on McCall Street

if you flash *Known Merit* on the
semaphore.

Glance through the editorial
pages of McCall's. Note the names
of the writers—all men and women
whose talents and attainments are
widely recognized.

Glance through the advertising
pages. The label of known merit
greet you with consistent regularity
in the good names displayed on
page after page.

If you make an article of merit
McCall Street will quickly recog-
nize it as such and help it to be-
come better known.

line makes it all quite complete and effective:

"He scores 32,000 hits every year!"

Mr. Careless Man will digest this alarming truth. It is not difficult for him to understand the picture!

Cartoons of various kinds, as used in newspapers and magazines have always exercised a great influence for good, because of their widespread appeal and the clear way in which they make their points. They are seldom passive, which is the chief point. With singular directness and bravery, they dig deeply into a problem and visualize its ugly side. Many advertising illustrations today are really cartoons, drawn with more care, and disguised by art techniques.

It is not possible to say that the snorting, stamping, charging illustrations of a trade-marked "Rhino" constitute a pleasing pictorial theme for advertising Cupples automobile tires, but that savage head instantly associates the product with the symbol of hardy toughness. "Tough as a Rhino" is an obvious but a brutally powerful selling slogan.

There are certain symbols, certain pictures, certain ideas, which apparently move people to various desired emotions, at the first glance. An advertiser of a special preparation for poultrymen once confided to the writer that, after eighteen years of advertising and of experimenting with all kinds of illustrations, negative and affirmative, there was a one best type of picture which never failed. This was because it could be depended upon to stimulate and arouse anger. Studies of sick chickens were the solution of his specific illustration problem.

Poultrymen just couldn't bear to see chickens in this condition. There were similar reminders all around them, but to portray the drooping, ill hen or rooster or little chick, on paper, with an appropriate headline, was the stuff of which action was made.

In much the same manner, Cyanogas, a preparation for exter-

minating mice and rats, on farms and elsewhere, uses spirited pictures of slimy, skirmishing vermin. "Stop Thief!" shouts a headline and a great rat leaps downward into the advertisement.

The farmer detests mice and rats. The very sight of them arouses his anger, his resentment, a vivid desire on his part to do something. The passive illustration would not produce this sensation. Sometimes it is necessary to make people angry to make them act.

It is now the policy of the manufacturers of Timken Bearings to be quite frank, sometimes brutally so, in telling manufacturers the truth, with no trimmings or apologies. It is negative advertising, arranged by a master diplomat.

"Waste's Pet," is a headline of this character, and up one side of the page springs a red-tongued wolf, paws scratching at a door.

"Waste is behind the wolf at the door, if you use machinery," this particular advertisement states. "Waste's pet feeds on your losses from needless friction, misalignment, impaired output, premature scrapping, and consequent high costs. Chase the threatening brute for good."

Then the copy gets down to more quiet reasoning, but by this time, by a combination of dramatic picture and opening sentence, the interest of the reader has been aroused.

The dynamic illustration is a producer of results. It does not avoid homely, ugly truths, if they actually exist. It will even go so far as to reprimand its audience, when the occasion arises.

It is, in reality, a friend of neglectful people, everywhere: A wise teacher, a counselor, a stern parent, with a slipper in hand but an immense amount of sympathy in the heart.

Charles Hamilton Frost Dead

Charles Hamilton Frost, publisher of the Plainfield, N. J., *Courier-News*, died last week at that city. He was sixty-six years old. Mr. Frost took over control of the *Courier-News* on the death of his father in 1904.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
MILLER TIRES
WALLACE SILVER
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
SILVER KING GINGER ALE
BONDED FLOORS
HAVOLINE OIL
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

When a great entered it first covered the key trading area

The principle it established in locating its first twenty-two stores parallels the principle national advertisers should follow in Boston

SOME years ago the great Liggett drug chain entered Boston.

The heads of this chain are Boston men. They know Boston merchandising conditions.

Their first twenty-two stores were located entirely within the 12-mile area recently defined by the Boston Globe as the key trading area of Boston.

During 1923, 1924 and 1925, fifteen new Liggett stores were opened within the 12-mile area in which the circulation of the Sunday Globe leads.

Store location by chain stores and national advertising coverage bear a close similarity in principle. Both seek to reach the greatest possible number of customers in the area of highest per capita buying power.

Granting the desirability of reaching every possible customer neither the chain store nor the national advertiser expects such a result. In locating stores—in planning advertising, the practical objective becomes coverage of the leading shopping center.

Boston's key trading area

THAT area has been defined accurately by the Globe's survey of department store deliveries made through the Clearing House Parcel

Delivery. It is outlined on the map here printed.

In this key trading area the Sunday Globe leads all other Boston Sunday newspapers in circulation. And the daily Globe exceeds even the Sunday in total circulation in this same area.

That is why the Boston department stores use in the Sunday Globe as much space as in all the other Boston Sunday newspapers combined. That is why these same stores used the daily Globe during 1925 in greater volume than any other single Boston daily.

And the Liggett stores, both in location of outlets and in advertising confirm this principle. For the Liggett chain, too, places great confidence in the Boston Globe.

Boston merchants point the way for national advertisers

WITHIN the 12-mile trading area of Boston are 1,700,000 people with a per capita wealth of \$2000.

They supply the Boston department stores with 64% of their charge accounts—to their homes go 74% of all package deliveries by these same stores.

This is the key trading area of Boston. Advertise in it first through the Globe. Let the Globe bring to retailers of your product the rapid turnover that every worth-while retailer wants.

TOT
CIR
27
32

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circulation
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at drug store chain ed Boston

TOTAL NET PAID CIRCULATION IS

279,461 Daily
326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.



In the Area A and B, Boston's 12-mile Trading Area, are

64% of department store charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—
199,392 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston.

Helping Retailers Sell More Hardware

Letter writing is an art in which hardware retailers are not so well versed as they might be for the good of their own business. Yet the sales letter is one of the most effective means of advertising, particularly in small towns where the local paper is often both weekly and weakly.

One of the many services of the National Retail Hardware Association, designed to make retail hardware distribution more effective and economical, is the help given retailers in the preparation of sales letters. *Hardware Retailer* brings to them representative material along this line each month. Then, too, the Sales Promotion Service cooperates on local and specific problems.

But this is not all.

Over a year ago a collection of sales letters, proved business getters, was made. All major lines sold through hardware stores were included. After careful editing, not only by the N. R. H. A. staff but also by one of the foremost direct mail authorities, the collection of ninety letters was published in book form and distributed through affiliated state associations to hardware retailer members.

Today these sales letters are bringing in business for hardware stores, increasing their sales and, in turn, the sales of wholesalers and manufacturers.

**The
National Retail Hardware Association
INDIANAPOLIS**



Hardware Retailer,

the many movements for better merchandising which it sponsors, and which operate to the benefit of the entire hardware industry.

as in all other instances, financed this work. It is the medium used by the Association to take to the membership

How to Help the Dealer with His Trade-in Problems

Methods Adopted of Making Allowance for the Old Article When a New One Is Bought

By John K. Hildebrand

THERE was a time when the average manufacturer concerned himself very little as to what his dealers did when a customer wanted to trade in a used article for a new one. The question of what allowance the dealer might make was regarded as the dealer's own affair.

It still remains the dealer's affair primarily, but there is a growing number of manufacturers who no longer regard it as the dealer's affair exclusively. These producers now see it as a merchandising question which if not properly handled may affect the whole industry. Few attempt to assist the retailer in a financial way, but they do help him with practical ideas and suggestions instead of allowing him to go it alone.

For example, in a recent number of "The Voice of the Victor," organ of the Victor Talking Machine Co., we find the following:

Suppose Mr. Brown drops into the store tomorrow morning, and after a demonstration of the Orthophonic Victrola, tells you that he will buy one if you take his old instrument as part payment. You value the old instrument, say, at \$20. Then, suppose you suggest to Mr. Brown that you will take his old machine at a valuation of \$25 provided that he takes the \$25 in Records. The advantage both to you and the customer is immediately evident there. The proposition will appeal to him. But it doesn't stop there.

In the selection of Records, by judicious choice and suggestion you can move a good number of Records which have been on your shelves for some time. It must not be forgotten that, until they are re-made and replaced by new Records, old recordings are as valuable as ever. You will have to move them somehow if you are to realize on your investment. So far, they have not depreciated in musical or money value; most of them sound much improved when played on the new instrument. There are favorite selections available only on old recordings.

If you pursue this policy you will find your stock of slow-moving Records

gradually being depleted, and judicious ordering will prevent a further accumulation of Records which are not in great demand at the moment. Your willingness to accept an old instrument in payment for the Records will have force in getting action on the sale; you have the profit on the instrument sale, and on the Records. You have acquired and pleased a new customer; moved stock without loss or even great effort.

Your procedure in such matters is of course entirely in your own hands. Think over this suggestion, however, and you will probably see that it is distinctly to your advantage to adopt it when to accept an old instrument as a part payment seems required if you are to close the sale of an Orthophonic Victrola.

The dealer into whose hands this advice comes may not adopt it, but it is at least likely to set him thinking so that he will be encouraged to work out a plan of his own. Furthermore, it has the advantage of showing him that the company is interested in his welfare.

A dealer may be a good distributor and salesman, but that does not mean that he is always a good business man or good judge of values. In allowing a customer to trade in an old machine and thus assisting him to acquire a new one, he may accept an excessive valuation on the old article and then find it hard to get his money back.

If this is repeated a sufficient number of times, he presently finds himself loaded up with a second-hand stock which either moves slowly or not at all. In either case he is likely to postpone any further buying of new goods until he has somehow got rid of this dead timber or else made up his mind to swallow his loss.

That is the sort of situation which cannot but affect the manufacturer's interests and compel him to lend the dealer a hand.

The question which the dealer

has sooner or later to face runs something like this:

1. Shall he accept trade-ins?
2. If so, on what basis?
3. How shall he avoid losses and make, if possible, a profit on the second-hand goods?

The typewriter trade long ago had to work out this problem. Its vote was to accept the trade-ins. In this case, the job was comparatively simple, for a typewriter is one of the few delicate and complicated machines which resist depreciation for a long time and always command a fair price in the second-hand market. The rebuilt or reconditioned machine finds ready buyers.

Automobile dealers also have attempted to settle the question. They likewise accepted the trade-in, but the whole matter was and still is a source of trouble and loss. Something like a definite standard for second-hand valuation has been worked out, however, varying from city to city but determined by known conditions. Manufacturers had to help the dealers work it out, since it was realized at an early date that sales would be very materially slowed up unless allowances were made for old cars. The same question has long vexed the piano industry.

When the radio industry had got to its feet, it found itself confronting a similar problem. As long as most amateur sets were home-built, the question was not an acute one, as the owner was satisfied with a very small allowance in case of a trade-in or he was content to keep the parts to tinker with. However, the standardization of circuits and construction raised the industry to a new level and made a new policy necessary for the proper handling of second-hand sets.

This is the advice given to the trade by "The Indian Guide," published by the All-American Radio Corporation of Chicago:

The amount allowed in the trade-in should be so determined that it allows a profit on the resale when the set is re-conditioned. The transaction should include as a minimum, sufficient cash to take care of the servicing and resale expense.

There are three ways to market the traded-in set. One is to sell the set, in its present condition, to some radio repairman experienced in rebuilding receivers. However, it is only the larger cities that can support exclusively used set dealers. The second plan is to repair the set in the dealer's service department and sell it at an advertised low price or by means of a special sale of reconditioned and slow-moving stock.

The more valuable he makes his trade-ins by careful rejuvenating—the larger amount the dealer can allow—the more sales he makes—the greater his profit. With this in view, a third plan presents itself. It consists in so rebuilding the whole trade-in or slow-moving receiver that it is modernized.

There are dealers in many lines who will not entertain trade-in propositions under any consideration. But if in a certain town a newcomer, in order to set the ball of trade rolling, begins to make trade-in allowances, his competitors are likely sooner or later to be compelled to do the same; the example perhaps spreads to other centres, and then the manufacturer is in time bound to be affected one way or another.

The chief questions to be decided are these: Does a trade-in allowance lessen sales resistance? If so, is the eventual effect on the industry good?

A certain sewing machine company, by encouraging dealers to grant a definite allowance for used machines, has answered yes to both questions. It prefers to sell through department stores. It arranges with these stores to advertise for a given period a flat allowance of \$25 on each machine taken in trade, regardless of its make or condition. It makes the allowance definite, because it has found that more customers are thereby attracted than merely by announcing "a liberal allowance."

In one case a month's campaign of this kind sold \$31,000 worth of machines through a single store in a large city. The old machines were shipped back to the factory, where they were cleaned, repaired, and reconstructed to some extent, and then sold off for prices ranging between \$15 and \$35 each. In such cases the company figures on a loss or mark-down of \$5 on each machine, but considers the

Cash and Caste

One of our correspondents had this to say about TOWN & COUNTRY: "I could flatter you with the announcement that your paper is splendid in its selection of illustrations and reading matter and a splendid example of typography and presswork, but let me compliment you as well on the class of your advertising. So many publications sacrifice caste for cash that it is a relief to find one whose advertising is hand-picked."

Town & Country

Established 1846



loss will be made up through the wider circle of customers gained.

It runs small risk of being stuck with old goods, because there are always plenty of people who will buy a sewing machine in fair condition at a low price, but who cannot afford to buy a new machine of high quality. The company has tested this policy over a good many years and is satisfied that it is based on sound merchandising principles.

On the other hand, there are manufacturers who point to the glut of second-hand cameras in England. They say this has resulted from the habit of camera dealers there in encouraging customers to trade in an old camera every time they buy a new one. The consequence has been a slowing up in the production and sale of new models. American camera dealers have avoided this problem by encouraging photographers to use different kinds of cameras for different classes of work, so that it is not rare to find an amateur in possession of as many as a half-dozen. The smaller and cheaper makes he relegates to his children.

As previously remarked, there are not many manufacturers who go so far as to make a financial arrangement with dealers who permit trade-ins. However, there is one, a maker of suction cleaners, who has adopted a policy of this kind which has worked successfully for about a year.

The manufacturer stands half the allowance made by the dealer for used cleaners up to a maximum of \$10 each. The dealer is urged not to allow more than this on the ordinary article. He is required to ship all second-hand cleaners back to the factory. But not many dealers have done so, apparently preferring to recondition the goods and resell them themselves.

All used cleaners are examined at the factory and if they can be repaired at reasonable cost, they are put in good running condition, when they command a ready sale. If the estimated cost of repairs is excessive, the returned goods are scrapped.

Another company in the cleaner field once filled a window in a large branch store with old carpet-sweepers taken in exchange for new vacuum cleaners. A liberal allowance of \$5 each was made. It was estimated that the display had a certain advertising value, just as in the case of piles of old coffee-pots and hand-irons which are taken in exchange for electric devices at a flat allowance rate, usually \$1.

Used goods like sewing machines and vacuum cleaners can sometimes be sold off in the basement or bargain department of certain department stores which make a specialty of "seconds." At other times an outlet is found through dealers who can sell almost any kind of reconditioned machines if the price is low enough.

However, students of the trade-in question have sometimes argued that too much responsibility ought not to be placed upon the dealer in judging the value of used articles and that some method of co-operation should be adopted by all the affected dealers of a community.

AN INTERESTING PLAN FOR PIANOS

The piano industry, for example, has discussed the formation of groups of central marts throughout the country for the express purpose of valuing and handling pianos taken in trade. The dealers would be the stockholders and owners of these marts, somewhat after the plan adopted in some towns for disposing of used automobiles. This scheme has as its purpose the protection of standard names and trade-marks; the elimination of the necessity of handling competitors' pianos; proper discrimination between standard makes and mere "thump boxes"; and the scrapping of instruments which do not deserve a place in a public market.

The suggested basis of valuation is half the wholesale price and then a schedule of 15 per cent depreciation per year until the value reaches the minimum figure agreed upon.

The broad aim of this plan is to

They Have "Time to Read" as Well as Money to Spend

THE life of the big cities is one constant rush and hustle; but in the small town and country districts people still know how to live on 24 hours a day.

They work hard, but when night comes they are all through for the day. They gather around the evening lamp, in the good old American way, and read, study, and talk.

They have their diversions—their movies, their motor cars, their phonographs and radio—but they have plenty of time to read.

They do not skip and skim through half a dozen different editions of half a dozen big newspapers. Their newspaper comes once a week, and they read it!

The whole family reads The Country Newspaper. It holds the mirror up to their little world—the neighborhood, the neighboring towns. To them, it is the world's most interesting literature.

Advertise to people who have time to read, and who do read. Advertise in The Country Newspaper, the publication which is read thoroughly, advertisements and all, by over 47 millions of prosperous, progressive people.

Through the use of this one medium you can cover the entire small town and rural field, or any States, zones or sections you may desire. The coverage is 100% — the response is quick and profitable.



AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

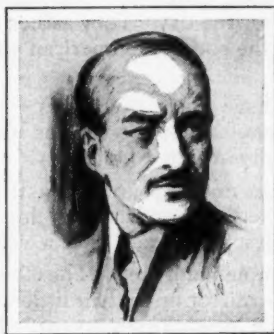
Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

Advertisers who sighed too soon . .



. . . . *Skeptic did not reckon*

"Another in the weekly field!" Unenthusiastic, doubting, many an advertiser was vexed when *TIME* was launched.* And who would blame him? Surely not *TIME*.

It was hard to believe *then* that even a germ of success had been overlooked in this sphere. Hundreds of publications of sorts already were treading on each other's toes.

* * *

Oversight

But the skeptic did not reckon with a brand new idea. *TIME* is not "another" of anything. There is nothing like it under the sun. It fills a niche all its own.

TIME is the only newsmagazine—a digest of the news, colorful, concise, complete. It is not a digest of opinion, not a journal of comment.

* March 3, 1923. Since first issue, circulation has increased 1115%; lineage 150%.

Je ne sais quoi

And the individuality of **TIME** goes beyond its column content. It extends to the way people read and the way they respond. **TIME**-readers are most easily reasoned with, most worth selling. Tests of keyed copy prove that very convincingly. So advertisers find that **TIME** has a something which nothing else has.

If you seek those people who are reaching out—you find them through **TIME**. They consider your wares in the spirit in which they buy **TIME**†—value for value. They pay \$5.00 a year for subscriptions without any premium to pave the way.

* * *

*In the first five months of 1926 **TIME** carried 324 pages of advertising, an increase of 26 % over the same period in 1925. This steady growth in volume of advertising is significant of the big way in which **TIME** is delivering for its advertisers.*

† Subscriber Trevelian, Boston: "I am one of original subscribers . . . We don't want **TIME** changed."

TIME

THE WEEKLY NEWSMAGAZINE

To Press Tuesday

To Readers Friday

ADVERTISING MANAGER

ROBERT L. JOHNSON, 25 W. 45th St., New York

REPRESENTATIVES

New York Office — HOWARD J. BLACK

PAUL A. SYNNOTT

Western — HOWARD P. STONE, WILLIAM G. PHELPS,

38 S. Dearborn St., Chicago

Southern — F. J. DUBOSSOTT,

1502 Land Title Bldg., Philadelphia

New England — JOHN W. SWEENEY, JR., NEWLIN

B. WILDES, RICHARD W. READ,

127 Federal St., Boston

Pacific — ROGER A. JOHNSTONE,

Alexander Bldg., San Francisco

THE ADVERTISER KNOWS

Almost half the display advertising published in
Syracuse, N. Y., runs in the

SYRACUSE HERALD

In five months the Herald published—

1,937,243 lines

more display advertising than the second paper in
Syracuse and

2,080,386 lines

more than the third paper.

Comparative Advertising Lineages of Syracuse, N. Y., Newspapers For Five Months Ending April 30, 1926

	HERALD Lines	Journal- American Lines	Post- Standard Lines
Total Display Adv. . .	4,915,246	2,834,860	2,978,003
Included in above			
	HERALD Lines	Journal- American Lines	Post- Standard Lines
Department Stores . . .	1,058,176	42,854	527,919
Automobile	485,226	324,646	373,856
Food Advertising . . .	240,835	194,810	120,106
Men's Wear	334,978	291,067	186,732
Women's Wear	413,798	215,817	135,142
Radio	130,095	50,302	88,963
Rotogravure	81,375	28,630

E. A. O'Hara, Publisher

Geo. N. Graham, Adv. Mgr.

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California

clean up the piano market and leave it clear for the sale of new and reputable instruments.

The success of the plan would depend of course on the readiness of all the dealers in a community to co-operate and also on its having sufficient scope to avoid tying the dealer's hands too tightly. It is not considered desirable to introduce the franchise system which at one time prevailed in the automobile trade and which has been blamed for the fix in which the used car business once found itself.

Manufacturers who have not yet settled upon a trade-in policy may find an idea in the plan followed by a company making an office appliance selling direct to the consumer at a fairly high price. This company maintains a separate department for handling transactions in used machines. Allowances are made only on goods of their own manufacture and are fixed according to the age and model of the machine. Used equipment is resold in three grades: "As is"; reconditioned by the local division office; or rebuilt at a factory branch.

Care is taken not to offer for resale machines numbered below a certain serial. They are junked or broken up. In case the owner is not satisfied with the allowance offered, the company tries to sell the goods at his price provided he gives them an exclusive sixty-day option, whether he buys additional equipment or not.

Transactions in used goods are made by the same salesmen who sell the new goods. They are paid the same commission in each case, except that 10 per cent less is paid on rebuilt models which compete with the latest models. This is done in order to stimulate the sale of new goods.

All the angles of the trade-in question have been by no means smoothed off, and every day some fresh aspect of it crops up to stare some rising new industry in the face. But the conditions which give rise to it are similar in every case and as these are discovered, more and more manufacturers are

taking it upon themselves to educate the dealer not only as to how they affect his profits but the welfare of the whole industry.

Publish "Radio Manufacturers' Monthly"

A new magazine, the *Radio Manufacturers' Monthly*, has been published by the Radio Manufacturers' Publishing Company, Chicago. It is edited primarily for the radio manufacturer. C. A. Darling is business manager and Harold Hull advertising manager and associate editor of the new publication.

New Newspaper for Columbus, Miss.

J. L. Tait, account executive with the Fisher-Brown Advertising Agency, St. Louis, for the last ten years, has become president of the Columbus Publishing Company, Columbus, Miss. On July 1, Mr. Tait and his associates will start a daily newspaper at Columbus, Miss. It will be called *The Daily Discoverer*.

New Account for Brotherton Agency

The IceOMATIC Refrigeration Company, Ltd., Windsor, Ont., has appointed The Brotherton Company, Detroit advertising agency, to direct its advertising. Canadian newspapers, magazines and business papers will be used.

A. A. Scheg Joins Los Angeles "California Oil World"

Albert A. Scheg, who has been advertising manager of the *Oil Bulletin*, Los Angeles, for the last four years, has resigned to become part owner and general manager of the Los Angeles *California Oil World*.

New Account for Cincinnati Agency

The Richard Hagen Tailoring Company, Cincinnati, direct-to-wearer clothing manufacturer, has placed its advertising account with the M. L. Staadecker Advertising Agency, Cincinnati.

H. J. Rosier with Chicago "Journal of Commerce"

H. J. Rosier, for three years with Henry C. Lytton & Sons, men's clothing, Chicago, has joined the advertising department of the *Chicago Journal of Commerce*.

With Tobey Furniture Company

E. K. Ploner has joined The Tobey Furniture Company, Chicago, as advertising manager.

Ten Years of Industrial Advertising Built This Business

The United States Silica Company Has Had Some Suggestive Experiences with Industrial Paper Copy

WHAT kind of advertising copy pays best in industrial publications? Should it be wholly the sales argument for the product, or can it go a step farther and convey information that benefits the advertiser's competitors almost as much as himself?

For some ten years, the United States Silica Company, Chicago, has been running full-page copy in every issue of a number of industrial publications, on its Flint Shot sandblast abrasive.

This copy has, from the first, had an educational slant seeking to bring about greater intelligence not only in the selection, but also in the use of abrasives. A noteworthy effort in this direction was a series of full pages, published some years ago entitled "Little Journeys of the Flint Shot Man." Each "Little Journey" was the story of the sandblasting department of some representative metal-working plant. These stories were secured in person as a result of a 6,000-mile journey made by the company's advertising man and presented in the form of interviews, illustrated with photographs. These stories were constructive in that they stressed whatever methods were found to secure greater efficiency or economy of operation. They were later reprinted in pamphlet form, comprising the nearest approach to a text-book on sandblasting available.

The next noteworthy constructive educational program showed, by means of microphotographs, what actually happens in the sandblast. An outside engineering concern was employed to make an



Save 3499

Why Blow Away Your Profits?

TIME and again we have chosen manufacturers how they can reduce costs by the use of FLINT SHOT. It is not uncommon for our engineer to find, when FLINT SHOT is introduced, to change an entire plant from 1/2 inch nozzles at 80 lbs. pressure to 1/4 inch nozzles at 40 lbs. pressure, or, on their work, to substitute 1/4 inch nozzles for 1/2 inch and cut pressure from 70 to 50 lbs., or 40 lbs., or below.

In no case do we show a decrease in production, and in some instances an actual increase—by speeding up cutting time.

FLINT SHOT, because of the smooth roundness of its granules, flows freely over piping and similar. A larger percentage of the air-power applied to these granules does useful work and a smaller percentage is expended in frictional resistance with, and wear of, the equipment.

The Tough Hardness of Flint Shot

is another factor in air-saving. The fact that these granules of pure flint have no plates of shrapnel (splitting steel) makes every little "bullet" an effective projectile because relatively free from the bombarding dust that destroys the efficiency of ordinary abrasives.

The same long-wearing properties of FLINT SHOT explain why a carload of the material usually lasts as long as several carloads of rounded sand. Thus, the smallest saving in air, equipment repairs and freight makes FLINT SHOT the cheapest of all abrasives, all costs considered.

LIBERAL TRIAL OFFER

Let us ship you FREE, on money 100 lb. bags of Flint Shot as one necessary for a thorough working test. We prepay freight up to 1200 miles from our plant at Ottawa, Illinois.

UNITED STATES SILICA CO.
122 South Michigan Ave. Chicago 6

SPECIFIC FACTS AND FIGURES, INTERESTINGLY PRESENTED,
ARE USED TO MAKE THIS INDUSTRIAL ADVERTISING
RESULTFUL

extensive series of tests of sandblasting of a great variety of metal surfaces with many different abrasives at a wide range of air pressures, using nozzles of different diameters.

The conclusions reached by the engineers have played an important part in the company's advertising for the last two or three years. The advertisements, often illustrated with microphotographs,

Who Told You?

IT IS a truism that the most powerful form of advertising is Word-of-Mouth.

Printed advertising would not be necessary if there were a million people talking about a product—if they were talking favorably, truthfully, covering all important points, keeping up to date, keeping at it all the time, reaching new people constantly and *never tiring of the subject*.

The authority of Word-of-Mouth advertising is not determined by wealth or social status.

There is, however, one broad criterion, and that is *alertness*. At every income level, in every stratum of society, in every community, there are certain persons who form judgments and express them and make them effective. Their word-of-mouth is accepted by those who listen to them as being authoritative. While none of them is an authority on everything, they do have one common characteristic—*alertness*.

Good-will, the most valuable asset any business can possess, is nothing more or less than the favorable opinion of the alert and it is this that is coming to be known as The Biggest Thing in Business.

And, as it happens, alertness is the very characteristic which makes 4,709,293 people in 1,400,000 families become readers of such a paper as The Literary Digest.

Who told you? Did a Literary Digest reader tell you?

showed how the use of lower air pressures, smaller nozzles or shorter turns reduces the cost of sandblasting. Naturally, the copy also described how and why Flint Shot lent itself to the economies in question.

The company has always begun a series of plant surveys, conducted by a salaried sandblasting engineer. This man spends several days at a plant studying its methods and testing and measuring its air pressures, and air-consumption, in terms of the quantity and quality of its daily output. These surveys will be made the basis of future educational copy.

For more than ten years, the United States Silica Company's marked business growth has been largely predicated upon its consistent, persistent and continuous use of full-page copy in industrial journals. While an occasional direct mailing is used, and while for the last three years it has had a competent salesman in the field, its major tonnage has been secured by mail and telephone orders created by its industrial journal advertising.

A standing offer to supply, free, freight prepaid, a sufficient tonnage of Flint Shot for a thorough working test, is included in practically every advertisement.

The company has always believed in, and used, the vocational appeal. Noting that a few monument makers were consistent buyers of its Flint Shot, it made a test of this field by means of a questionnaire. The results were so encouraging that an intensive campaign was launched in the four leading monument and stonecraft publications. A somewhat elaborate pamphlet was also published containing reproductions of about a hundred photographs of monuments sandblasted with Flint Shot. This book was also technically educational. It showed the manifold advantages of carving monuments by the sandblasting method as compared with the air hammer and gave many suggestions for the economical and efficient operation of sandblast equipment.

The result of this campaign, after three years of continuous advertising, has been a vast increase in the sales of sandblast equipment in that field.

While the equipment manufacturers were perhaps the largest immediate beneficiaries of the United States Silica Company's advertising, the company felt that the cost of its educational work was justified by the fact that every new convert to sandblasting became a live prospect for its Flint Shot abrasive.

F. E. Ransier Joins Fred M. Randall Agency

Frank E. Ransier has joined the staff of The Fred M. Randall Company, Detroit advertising agency, as production manager. He has been with the Wolverine Engraving Company, of that city, for the last eight years.

R. D. Hughes has also been added to the copy staff of the Randall agency. Mr. Hughes was formerly publication editor of the Chrysler Sales Corporation and the Packard Motor Car Company. Prior to this, he was with the advertising department of the Burroughs Adding Machine Company.

Asheville Service Augments Staff

Paul N. Bousquet and George B. Dermody have been added to the staff of Shepherd Advertising, Asheville, N. C. Mr. Bousquet, who was formerly with the New Haven, Conn., Union, will have charge of the copy department. Mr. Dermody was formerly advertising director of the Taylor-Alexander Company, Winter Haven, Fla.

New Account for Roche Agency

The Keystone Oil & Manufacturing Division of the Central Commercial Company, Chicago, has placed its advertising account with the Roche Advertising Company, also of Chicago.

Appoint Rodney E. Boone

Rodney E. Boone has been appointed general manager of national advertising, with headquarters at New York, for the following newspapers: *Chicago Evening American*; *Detroit Times*; *Milwaukee Wisconsin News*; *Rochester Journal*; *Boston American* and *Boston Advertiser*.

Advanced by Minneapolis Bureau of Engraving

B. F. Forsyth, of the Bureau of Engraving, Minneapolis, has been made director of advertising service.

San Francisco Advertising Shows Big Gains !

Four out of five of the San Francisco newspapers published considerably more display advertising in the first four months of 1926 than in the same period of 1925.

The following table shows The Call as the leader in the six-day field of display advertising for January, February, March and April, 1926 and 1925 compared:

Paper	1926—Lines	1925—Lines	Gain or Loss	
THE CALL	3,015,253	2,719,626	295,627 lines	Gain
Examiner	2,267,007	2,069,057	197,950	" Gain
Chronicle	1,688,070	1,491,335	196,735	" Gain
Bulletin	1,777,994	1,754,514	23,480	" Gain
News	2,061,857	2,092,166	30,309	" Loss

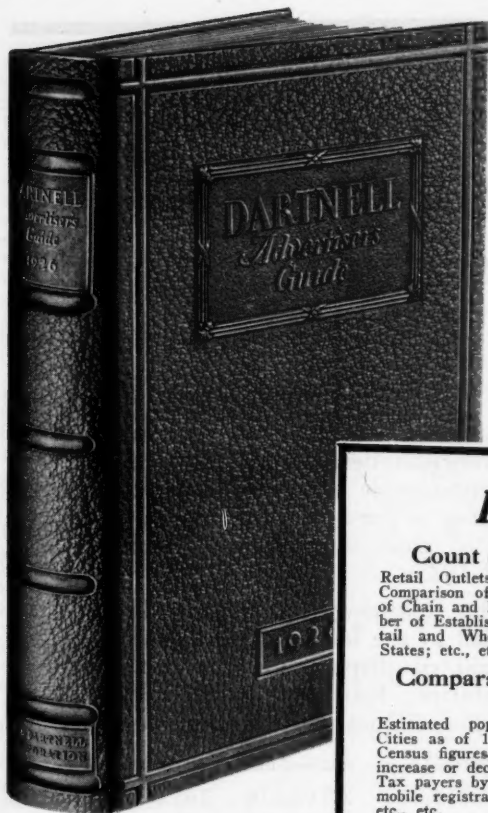
ADVERTISING IN
THE CALL PAYS
the ADVERTISER

Ask These Representatives

NEW YORK
H. W. Moloney
604 Times Building

CHICAGO
John H. Lederer
910 Hearst Building

LOS ANGELES
Karl J. Shull
Transportation Building



What Advertisers Say About It:

The Guide is a remarkably complete and authoritative presentation of practical information on a wide range of subjects. It has unquestionably attained a very definite and important place in the tool kit of modern advertising. JOHNSON, READ & COMPANY.

It contains much valuable information. Not only the statistical matter in Part 1, but the Advertising Agency information in Part 2, are of especial value. SIMONDS SAW AND STEEL COMPANY.

The Guide will be of considerable value to us throughout the year. SUNLAND SALES COOPERATIVE ASSOCIATION.

We are very pleased to acknowledge receipt of our copy of the new Advertising Guide. It is all that you promised it to be, and then some. FULLER & SMITH.

The Guide has been put at work in our advertising department, where it will be a valuable book of reference. STEPHEN F. WHITMAN & SON, INC.

How Th Sp

Price
\$3.50

on approval

—
Four Hundred
Pages Filled with
Data and Facts

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spe
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Information you

Count of Distributors

Retail Outlets by States and Cities; Comparison of Annual Sales by States of Chain and Independent Stores; Number of Establishments by Industries; Retail and Wholesale Auto Outlets by States; etc., etc.

List
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Comparative Population Data

Estimated population of States and Cities as of 1925, compared with 1920 Census figures, and showing percent of increase or decrease; Number of Income Tax payers by States and Cities; Automobile registrations for principal cities; etc., etc.

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Peak Seasons by Lines of Business

Tabulation showing the percentage of the year's business done during the twelve months of the year in nearly all important lines of business by percentages; count of telephones and electric meters by states.

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Buying Seasons—Principal Cities

An index figure showing degree of business activity in two hundred important centers for each month of the year, based on survey of individual bank debits and other data.

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Also Includes the Dart

Published by THE DARTNELL CORP.

466

Three Hundred Concerns Split Their Appropriations

An important section of the Dartnell Advertiser's Guide for 1926 is a series of charts—one for each principal industry—showing the proportions of total advertising appropriations spent for dealer helps, newspaper advertising, magazine advertising, trade and technical paper advertising, outdoor advertising, sampling, etc. These charts are printed in two colors and are useful in checking your expenditures with the average for your industry.

What you will find in this Guide

List of Agency Principals

Names and connections of principal executives and officers of more than 600 advertising agencies, with a short digest, in most cases, of the experience and duties of each. Also recognition and data on the agency itself.

List of Agency Space Buyers

The name of the person in the more important advertising agencies who keeps tab on media and is called into consultation when lists are being made up.

Tests for Choosing an Agency

A prescribed series of tests or questions which bring out vital information concerning an advertising agency under consideration, with a detailed explanation of the significance of each question and its relative importance.

Small Versus Large Agencies

A section on organization of agency; Agreements with agency; Significance of different kinds of recognition; Responsibility of agency to publisher and advertiser; etc.

Advertising Appropriation Charts

Detailed plans for budgeting advertising expense; Charts showing percentage of sales to advertising in leading industries; charts showing how advertising appropriation is divided in different industries.

How to Judge Advertising Media

Listing of important newspapers, magazines, farm papers, trade papers, etc., with circulation, rates, closing dates, type page sizes and other helpful data. Section on interpretation of these data.

Measuring Advertising Results

Section of ruled pages for mapping out campaign in publications, arranged for keeping record of results, costs per inquiries, etc., for use in future selection of media.

Copyright and Trade-Mark Data

Digest of Trade-Mark and Copyright Laws in the U. S. and principal Foreign Countries; Comparative weights and paper sizes; Tabulation of sources of mailing lists; Digest of Patent Laws of the World, etc., etc.

Dartnell Index to County Buying Power

(This Appeared Full-Page Size in The Capital, May 28)

In Automobile Row

the Leaders in Sales
Advertise Consistently in

The Des Moines Capital

EVERY outstanding success in the local automobile field has attained its position through advertising to that great public best served by The Capital and able to respond to its individual selling appeal.

Cars* Advertised

Buick
Chevrolet
Chrysler
Dodge
Essex
Flint
Ford
Hudson
Hupmobile
Jewett
Nash
Oakland
Overland
Packard
Paige
Pontiac
Star
Vello
Willys-Knight

Since the inception of this important industry

the makers and local sales agencies of automobiles, tires and accessories have recognized the great and loyal body of Capital readers as a most important factor in their merchandising effort—and used the columns of The Capital to tell their sales story.

Careful Analysis

of the local field—comparison of sales territorial limits and The Capital's circulation area—conclusively proves the wisdom of the use of its columns in the sale of such important commodities.

Get the Real Facts

Have the satisfaction of KNOWING DEFINITELY about The Des Moines Capital and its reader patronage—of learning just how efficiently The Capital covers its field at minimum cost without waste. We have the facts and are always ready to lay them before interested parties. Our organization is large enough to have a personal representative call upon principals and agencies anywhere in the United States.

*The cars listed herewith are those which have been advertised in The Capital since January 1st, 1926, and which "top the list" in point of local sales for the same period.

The Des Moines Capital

A Dependable Advertising Medium Since 1882

LAFAYETTE YOUNG, Publisher

O'MARA & ORMSBEE, Special Representatives

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

The Kind of Slang to Use in Advertising

If It Bids Fair to Become Accepted as Part of the Language, It Is a Proper Tool of the Advertiser

By Edward Pousland

THERE seems to be, today, an almost obsessional tendency among copy writers, particularly those who specialize in sales letters, to avoid with a scrupulousness as perversé as it is consistent, the use of dignified, correct language. These "writer-salesmen" consider that a dignified turn of expression, used by a copy writer, is a sure index of his inability to write copy which will produce results.

Their copy teems with such expressions as, "come across," "put one over," "rarin' to go," "we'll say so," etc. But, in spite of this seemingly overwhelming importance of slang, the popular expressions of the copy writers of even fifty years ago have, for the most part, ceased to exist, a fact which proves the triviality and unworthiness of argotic *tournures*, to whatever generation they may belong. For example, almost never does one now hear, "you betchamylife," or "not on your tin type."

However, for the delectation of the particular type of "writer-salesmen" under discussion, the variety I have hitherto dubbed *orthoëpephobiacs*, let me drag into the light, from my archives of historic sales letters, a delightful missive, carefully prepared, by a Calcutta merchant, 101 years ago. This merchandising genius, to judge from his epistolary efforts, had had considerable experience in the land of poesy, but was nevertheless — by nature — sufficiently *terre-à-terre* to inject into the last line of his copy some of the "sales punch" which so well characterizes the style of far too many of our present-day sales letter specialists. His letter follows:

Ladies, although my shop's small, I pray you won't fear,

I've turned out my cloaks the best
of the land sure may wear;
If they are not well finished, or the
best of trimmings—
I will undertake to eat backs, breasts,
sleeves, and linings.

This tendency to "eat" the goods offered in case of their failure to satisfy the exigent customer, doubtless finds its modern manifestation in the habitual willingness of people of strong convictions to "eat their shirts" if their particular prophecies do not come true, or if their wares fail to measure up to the advertised standard.

The modern copy writer will indeed rejoice in the Calcutta merchant's avowal to "eat backs, breasts, sleeves, and linings," in case the results were to show that this worthy gentleman had overstated his case; for the "modernist" himself—the sales letter "liberal"—would hardly make so bold, at least, in the use of *unwritten* language, as to suggest the "eating of his shirt."

Whether one incline toward or away from the use of slang in advertising copy, the question remains one of infinite delicacy—for the most eminent philologists themselves cannot predict the expressions which are destined to gain acceptance in the standard language.

However, of all of the many modern slang expressions, there are, at least, two which bid fair to endure: they are, "put it over," and "come across." An excellent test as to the "durability" of any new expression can be made by attempting to find out whether or not it comes into "collision," as the French linguists say, with accepted turns of expression which have made a haven for themselves in the language by virtue of their ability to conjure up the desired

mental images with the highest degree of precision and intensity.

For example, "vigor" is a far stronger word than "pep" or "punch"; and "your competitor," "your friend," "your equal," or "your inferior," etc., are more precise expressions, in their respective uses, than in the sloppy term "the other fellow."

On the other hand, it is impossible to find a turn of expression which is as vigorous as "put it over" without, by the attempted substitution, losing the precise and very vivid meaning conveyed by this almost classic barbarism. Again, "come across" challenges any other combination of vocables to convey the same meaning with equal intensity and crispness. Yet both of these expressions are still taboo in polite circles, and should be used with great caution by copy writers. Their time is not yet come; but it will suffice that a given number of recognized authors use these neologisms a given number of times for them, of a sudden, to become accepted, first, as *tolérances*, as the French academicians would say, and, some years later, as bona fide English expressions. However, the copy writer is on dangerous ground when he toys too freely with his mother tongue, unless, perhaps, he be well grounded in the principles of philology, and even then the accepted language is the best.

Life Savers Quarterly Earnings Make Record

The net income of Life Savers, Inc., Port Chester, N. Y., for the first quarter of the current year amounted to \$300,698 and established a new record over any similar period in the history of the company. This represents a gain of 16 per cent over the net income of \$258,000 reported for the first three months of 1925. In the last nine years this company has invested over \$5,000,000 in advertising. About \$1,500,000 will be spent this year on advertising and sales development.

Leaves Grand Rapids, Mich., "Press"

Thomas McNamara, formerly with the Grand Rapids, Mich., *Press*, has joined the *Burton Heights Record*, also of Grand Rapids.

Tabloid Newspapers in the United States

OLD COLONY CLUB
COMMERCIAL BUREAU
NEW YORK

Editor of PRINTERS' INK:

Will you kindly advise us, if you have this information on hand, the number of tabloid papers issued in the United States and at what points they are issued?

OLD COLONY CLUB
U. O. CUMMING,
Director, Commercial Bureau.

ACCORDING to the most recent list, compiled by N. W. Ayer & Son, publishers of the "American Newspaper Annual and Directory," there are fifteen tabloid daily newspapers published in the United States, five of which also appear on Sundays. The list follows:

Ill. Daily News*	Los Angeles, Calif.
Ill. Daily Herald	San Francisco
News Daily*	Washington, D. C.
Ill. Daily Tab	Miami, Fla.
News*	St. Petersburg, Fla.
Globe	Tampa, Fla.
Herald Post (morn.)	Louisville, Ky.
Post	Baltimore
Advertiser	Boston
Star	Buffalo
News*	New York
Graphic*	"
Mirror	"
News	Philadelphia
Sun	"

*Daily and Sunday.

Since the compilation of this list, the discontinuance of the *Illustrated Daily Herald* of San Francisco has been announced. This was one of the tabloid papers owned by Cornelius Vanderbilt, Jr. The *Illustrated Daily News* of Los Angeles and the *Illustrated Daily Tab* of Miami—the two other tabloid papers owned by Mr. Vanderbilt—are to be continued.

The *Herald Post* of Louisville is no longer being issued in tabloid size. Incidentally, the size was used only for the morning edition. Its evening edition is of regular size.

At present, the term tabloid newspaper has come to be virtually synonymous with picture newspaper. The first genuine American tabloid, however, was not a picture paper. This was the *Daily Continent*, started by Frank A. Munsey at New York in 1891.—[Ed. PRINTERS' INK.]

Glacier Bond

THE economy of GLACIER BOND, coupled with its working qualities on the printing press, multigraph and typewriter, marks it as an unusual value among the loft-dried bonds of today.


It meets the modern requirements with a uniformity and quick-drying surface that means fast production on the presses. Exceptional quality at a price that means economy. *Try it!*

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



A Textile Manufacturer Challenges the Traditional Slump

By Adopting Ingenious Merchandising Plans and Advertising, Pepperell Has Maintained Capacity Production While Other Textile Companies Are Working Part Time

By Bernard G. Priestley

THREE years ago, executives of the Pepperell Manufacturing Company, Boston, decided to challenge the long-established practice in the textile industry of meeting a slump in the market by curtailing production and waiting for conditions to right themselves.

The answer to curtailment of production was, of course, full-time operation. But full-time operation must be followed by consistent distribution of entire output or disaster will result. The problem to solve, then, was one of obtaining complete distribution. It was weighed from many angles. Finally the decision was reached that the solution lay in two principal directions:

First, to find new markets for the company's products.

Second, to develop new products.

This double-barreled plan is being carried out. Today, it is credited, along with the development of aggressive selling methods, for the company being able to operate on a basis that averages capacity despite the general backwardness of the textile industry. In fact, a substantial number of looms in the company's principal plant have been running recently on a night, as well as a day, shift.

Thus far, finding new markets has played the chief role in carrying out this plan. But now the angle of developing new products is being carried forward swiftly, too. National advertising has been and continues to be a big factor in both processes—advertising aimed at the dealer as well as the consumer.

At first, the matter of finding new markets for such staple articles as the Pepperell products—sheeting (bleached and unbleached), sheets and pillow cases, etc.—seemed very difficult. The

customary method of expanding one's market in the textile industry was to strive to convince jobbers and retailers that they should stock one's goods and drop those of a competitor. This method could hardly be depended upon to produce the required number of extra sales to enable the company to carry out its plan. Anyway, coming right down to facts, there was, as the dealers saw it at least, no real, tangible reason why they should change. Sheeting, sheets and pillow cases had always been articles to put on out-of-the-way shelves or under counters until people actually called for them. Likewise, there were no particularly impressive reasons that could be used to convince dealers who carried Pepperell goods that they should try to increase their sales by featuring them.

A NEW IDEA WAS NEEDED

What was necessary, in view of conditions, was some new merchandising plan—something that would make both the retailers and the public sit up and act. But what new or striking idea could be found in connection with prosaic sheeting, sheets and pillow cases?

Then it was remembered that a number of women, without advertising or suggestion, had found many good uses for unbleached sheeting. There might be many more! Why not find them? Then advertising could be used to sell the many uses of the product. If this could be done, increased sales and a wider market would surely follow.

Here is how the idea was worked out.

Research uncovered many new and practical uses for unbleached sheeting. The chief difficulty from this point was to devise means of

The
F. J. ROSS
Company, Inc.

Things about ourselves
—said by others

"... I want to express appreciation of your work which went so far to make the meetings so instructive and satisfactory. The opening guns of our advertising have evidently been felt as we have already received many inquiries and comments on the first issue . . . I am sure our salesmen will feel they have a real advertising agency at their backs, who stand for something more than the 15% commission on space used."

—from our Red Letter Book

New York
Advertising



"Uncle George"

Solves the problems of
Boot and Shoe Recorder
readers

*Hundreds of inquiries
come to Uncle George each month
—and some are PUZZLERS!*

BUT—

*Uncle George untangles the twists.
He tells the Oklahoma man where
to buy wooden shoes—the anxious chap
from Pennsylvania where he can get a
violet ray machine—the live wire in
North Carolina how to pep up business
by radio—and so on ad infinitum!*

*Thus the influence of the Boot and Shoe
Recorder is registered helpfully in every important
shoe store in America by our Information Bureau.*

New York
Rochester
Philadelphia

**BOOT and SHOE
RECORDER**

*The Point of Penetration to the
Shoe Market*

207 SOUTH STREET, BOSTON

Chicago
Cincinnati
St. Louis



showing these uses to women in a striking and sales-stimulating manner.

The angle finally selected was to employ the needle-work editor of a prominent women's magazine to design a pattern outfit that could be employed in conjunction with Pepperell unbleached sheeting to make useful articles. Christmas of 1925 was only a few months away, so it was decided to plan on articles that would be suitable for Christmas gifts and thereby bring in the element of timeliness.

As completed, the pattern outfit enabled a woman to make twenty-three different articles from three yards of Pepperell unbleached sheeting, the articles ranging from a yardstick case to a nine-piece luncheon set. The outfit was got up so ingeniously that practically every square inch of cloth in the three yards was utilized.

The plan was introduced during the last Christmas season with a full-page advertisement in colors on the inside of the front cover of a national woman's periodical. This copy sold new, timely uses for unbleached sheeting rather than the sheeting itself. It was headed with an illustration of the pattern outfit showing how twenty-three articles could be cut from three yards of the sheeting. Bordering the advertisement on either side were illustrations of some of the completed articles.

The type section of the copy, appearing under the pattern outfit illustration, tied up these uses strongly with Christmas. The heading, for example, said: "Solved, for \$1.75—The Christmas Gift Problem. Three yards of Pepperell sheeting make twenty-three charming gifts. GET YOUR PATTERNS NOW!" Under each illustrated article also was a fitting description bearing out the Christmas gift idea, such as "Your dearest friend will thank you profusely for this decorative buffet set of three pieces" and "Attractive luncheon sets—centrepieces, place mats and napkins—are always welcome at Christmas time."

Likenesses of this advertisement made up the last page of a four-page folder used to announce the

plan to dealers. The front of this folder bore a reproduction of the November front cover of the periodical in which the advertisement appeared. The two inner pages explained the plan in detail.

But this plan was hardly more than a start in the development of the idea of widening the market for sheeting by "selling" new uses for it. A more comprehensive plan is now well under way. Its central idea is to show the householder how she can use unbleached sheeting for making luxurious decorations and practical articles for every room in the house.

This larger plan is tied up with a booklet bearing on its cover, "When the Luxury of Decoration Is Not an Extravagance." The plan is being advertised in many of the leading women's publications with double, full and half-page advertisements. In the copy, this booklet is advertised at six cents by the company itself, but retailers who take up the plan are given as many copies as they can use, with their name printed on the back cover.

BOOKLET IS KEY OF PLAN

The booklet serves as the key to the plan. It illustrates in colors how every room in the house, including the sun-room and nursery, can be strikingly and attractively decorated with articles made of Pepperell sheeting—bleached or unbleached, dyed or undyed. The high quality of the illustrations and the simplicity of the instructions as to how to make the scores of articles mentioned can hardly fail to catch the attention of any woman interested in beautifying her home at a nominal cost.

Before being launched on a large scale, the newer plan was tried out in a big department store at Worcester, Mass. This store's furniture department has a four-room bungalow for display purposes. Scores of articles made from Pepperell sheeting were used to decorate its interior and furniture. A demonstration was arranged to run a week. Two days before it started, special announcements were mailed to the store's charge customers. Newspaper ad-

vertisements, some of them a half-page in size, were run. This advertising was augmented by striking window displays.

The event drew such a crowd that it was extended two weeks. Moreover, the women who responded not only showed great interest in the things that could be made from the sheeting but many purchased quantities of it. In fact, the store sold several times as much sheeting as ordinarily.

No further proof of the possibilities of this plan was necessary. It was launched on a large scale. A Boston department store took it up and made a success of it. Other stores followed suit. Today, the demonstrations are being run in many parts of the country, with the result that the company's sheeting, bleached as well as unbleached, is being sold in larger volume than ever before.

Much of the national advertising in this campaign is in colors which bring out the decorative effects better than black and white.

In the copy the title on the face of the booklet "When the Luxury of Decoration Is Not an Extravagance," is widely employed as a caption. But above the captions are colored illustrations showing, for example, how a living-room appears decorated with articles of sheeting, and surrounded by "close-ups" of the various things in the room to reveal how the articles made of sheeting are applied to them separately.

Again in this campaign, as was the case with the pattern plan, the company suggests a definite merchandising plan to the dealer. This is given in detail in a folder that has been sent out to hundreds of stores. And the plan is being carried out by many stores closely along the lines suggested. The forceful statement of the plan follows in part:

As you read through the booklet "When the Luxury of Decoration Is Not an Extravagance" you noticed that it dealt with household decorations. That's the central point of the whole idea.

Your selling efforts should be centered about this one central thought. So—

First, decorate your window in an appropriate manner. Turn to the page

in this plan which shows a suggestion for a window. A bed for the Candlewick Spread, a dressing table, a divan and a few other properties are all that you need. Set up two dummy windows at the back over which you can hang curtains made of Pepperell sheeting. Place the series of cards in an orderly manner across the front of the window. Have your own sign man letter a sign with the information as to the location of your Sheeting Department.

Second, arrange several of the display cards in a prominent manner in your department. This will immediately show those who have been attracted by the window display that they have found the proper department.

Third, get one or two of the women in your department to make some of the articles shown in the booklet. Any one of these articles may be made quickly and easily. This will not only give you some material for display but it will have the effect of enthusiasing the women over the idea.

Both this and the pattern plan, according to sales promotion manager Duncan Rogers, not only have increased the sales of sheeting among dealers already carrying Pepperell products, but have prompted many other retailers to take up the Pepperell line. Thus the company is achieving the desired end—widening its market.

In addition to continuing to stimulate sales of sheeting by selling the public new ideas on how to use it, the company is now planning a campaign along similar lines with waterproof sheeting, having recently purchased control of the Stork Company, manufacturer of this material. Heretofore, Stork sheeting, which is rubberless, has been sold largely for infants. Pepperell will undertake through advertising and displays to show that it, too, has a legion of practical and valuable uses, such as for bathing suit bags, containers for wet rubbers, etc.

Two principal ways were given in the early part of this article by which the company planned to keep its distribution up to constant factory production capacity. Thus far we have dealt chiefly with the first of these two ways—finding new markets. But the second way—developing new products—has not been neglected. The first step in this direction was to put a new kind of sheets and pillow cases on the market.

These sheets and pillow cases,



Fine printing by one of America's oldest banks

THE First National Bank of Boston, one of the oldest financial institutions in America, published in 1925 an interesting series of advertisements tracing the course of the bank's history. These advertisements were notable for their fine typography and illustrations.

They caused such favorable comment that the bank used reprints of them as a series of mailing pieces. The reprints were made on Warren's Thintext, because this paper insures the finest printing re-

sults, yet is so light in weight that it keeps mailing costs at a minimum.

In addition, Thintext folds smoothly, binds well, lies perfectly flat, and is sufficiently opaque so that printing on one side does not interfere with printing on the other. Send for our free booklet, "Making it Easy to Plan Printing on Warren's Thintext," and see for yourself how profitably Thintext can be used to obtain beautiful printing effects. S. D. Warren Company, 101 Milk Street, Boston, Mass.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS



Loose Leaf COVERS

CATALOGS, whether for Dealers, Jobbers, Consumers or Salesmen, in order to create that necessary "first impression" must be *distinctive and stand out*. In Loose Leaf Form—with *Super Embossed Covers*—you have a combination of lasting value and exceptional beauty. With the *Super Embossed* process, original, unique designs can be obtained with reproductions of trade marks and packages in *original colors*.

SEND FOR THIS ILLUSTRATED BOOK

We have styles for most every purpose—Catalogs, Price Lists, Sales Manuals, Bulletins, Salesbooks, Advertising Campaigns, etc. Our assortment is extensive—more than twenty-five types and styles to choose from. Our new booklet gives full information and helpful suggestions for the preparation of Loose Leaf editions. A copy gladly sent on request.

THE C. E. SHEPPARD CO.

269 VAN ALST AVENUE
LONG ISLAND CITY, N. Y.



just recently introduced, are being sold under the trade name "Lady Pepperell." They are of finer count, better quality and higher price than the Pepperell sheeting known to the public since 1845 as a medium-price product. In fact, the company calls them a luxury product.

The sheets are distinctively wrapped, the paper, ticket and even the strings being in pale purple. Incidentally, this is the official Lady Pepperell color, which is being used in all national advertising and displays concerning the sheets.

Lady Pepperells, like the other products of the company, are being advertised in national women's publications. In addition, sizable copy is being run in the newspapers in some of the bigger cities.

April Automobile Production Gains

During April, 402,574 passenger cars and 53,268 trucks were made in the United States and Canada, according to the United States Department of Commerce. In that month last year 393,262 passenger cars and 47,983 trucks were produced. Production was also greater in April than in March, when the output was 399,376 passenger cars and 48,705 trucks.

M. N. Larson Joins Minneapolis Manufacturer

M. N. Larson has been appointed sales manager of the Johnson Sieve and Manufacturing Company, Minneapolis. He was formerly with the Minneapolis office of the Emerson-Brantingham Implement Company.

Joins Richardson Grain Separator Company

H. B. Rauzer, formerly with the Erickson Artificial Limb Company, Minneapolis, has been appointed sales manager of the Richardson Grain Separator Company, also of Minneapolis.

Pender Grocery Company Buys Blue Ribbon Stores

The D. Pender Grocery Company, Norfolk, Va., chain-store operator, has acquired the Blue Ribbon Stores, operating a chain of twenty-one grocery stores at Richmond, Va.

Gain in Stutz Motor Sales

The net sales for 1925 of the Stutz Motor Car Company of America, Indianapolis, amounted to \$2,426,336. This compares with \$2,347,887 in 1924.

For Nearly 100 Years
THE
Boston Evening Transcript

Founded 1830

Has given the public the best there is in clean and intelligent journalism.

It does not appeal to everybody, but it does appeal to a class that is vital to advertisers.

Its family circulation is its greatest recommendation. Home goods need home buyers.

National Advertising Representatives

CHAS. H. EDDY CO.
Boston New York Chicago

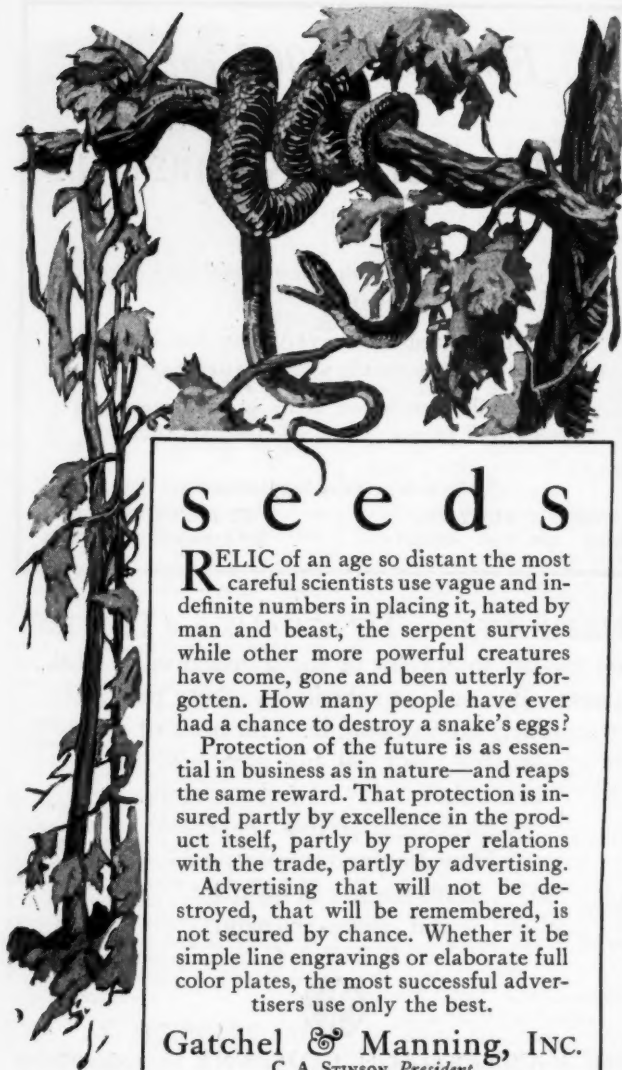
R. J. BIDWELL CO.
San Francisco Los Angeles

TELEPHONES , TELEGRAMS *and* LETTERS
are mighty important in the transaction of business. But only as substitutes where personal contacts are impossible. The head of this company, and all his associates are available for day-to-day conference with those advertisers in central New England whose problems require an intimate and close-at-hand
S E R V I C E



THE MANTERNACH COMPANY , *Advertising*
HARTFORD, CONN.

After July 1st, this agency will occupy enlarged quarters in the Manternach Building, 55 Allyn Street, Hartford, Conn.



s e e d s

RELIC of an age so distant the most careful scientists use vague and indefinite numbers in placing it, hated by man and beast, the serpent survives while other more powerful creatures have come, gone and been utterly forgotten. How many people have ever had a chance to destroy a snake's eggs?

Protection of the future is as essential in business as in nature—and reaps the same reward. That protection is insured partly by excellence in the product itself, partly by proper relations with the trade, partly by advertising.

Advertising that will not be destroyed, that will be remembered, is not secured by chance. Whether it be simple line engravings or elaborate full color plates, the most successful advertisers use only the best.

Gatchel & Manning, INC.

C. A. STINSON, President

Photo Engravers

West Washington Square 230 South 7th St.
P H I L A D E L P H I A

Putting 113,000,000 People under the Statistical Microscope

IT is estimated that on July 1, 1925, there were 113,000,000 people in this country. What are the significant marketing facts about this population? Where do these people live? How much money can they spend? Where do they do their buying?

These questions are of genuine importance to every business concern which is marketing to a large or small segment of that population. In fact, a marketing plan cannot be entirely sound, nor can it function with utmost efficiency, unless they are answered accurately.

To help executives formulate sound answers to these questions is the purpose of "Population and Its Distribution," the fourth edition of which has just been compiled and published by the J. Walter Thompson Company, New York.

There are five outstanding features in this edition. They are:

1. *697 Retail Shopping Areas*—The retail buying areas of the entire country are given—together with a complete set of maps.

2. *Income Tax Returns*—Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

3. *Retail and Wholesale Dealers*—A new compilation made especially for this book, covering eighteen trades by States and cities—including hardware, grocery, drugs, automotive, etc.

4. *Chain Stores*—The number of drug and grocery chain stores in every city of over 25,000 is listed.

5. *1925 Population Figures*—Latest figures based on State censuses and Federal estimates. The population of cities and towns in each State is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.



If the stork could bring it, he would!

Here is a new magazine of such vital importance to parents that literally it might well arrive with the first baby.

Every issue will be filled with the writings of the world's greatest authorities on every phase of the care of and training of children.

It will deal with all parental problems from the crib through college.

To the advertisers of most commodities and services there are no prospects so good as intelligent parents eager to provide the best for their children. Such parents will read

CHILDREN

The Magazine for Parents

353 Fourth Avenue.

New York

Is Historical Copy Passe?

A Philadelphia Real Estate Firm Turns to Local History and Finds It a Rich Source of Supply for Many Interesting Copy Ideas

By J. A. Lutz

WHENEVER history, or the historical incident, is suggested as a copy theme there is generally somebody around to pipe up with: "Old stuff. Give us something new."

As a matter of fact, the history angle need never be old stuff to a copy writer of any skill. It can be the newest kind of new stuff. It all depends upon the tie-up, the choice of material and the manner of presentation.

A good example of the use of history as a copy theme in a campaign of local advertising is the way in which Albert M. Greenfield & Co., Philadelphia real estate firm, have been directing attention to particular sections of the city, in a way that not only catches the interest of the reader immediately but pins that interest down to a locality with some historical incident that the reader is not likely to have heard of before and will probably not quickly forget.

It is true that Philadelphia and its environs have a rich historical heritage, which is of national, almost universal, interest. At the same time, every community in the country has its own history which, if not especially interesting to the country at large, is at least interesting to everyone who lives in that community. What Albert M. Greenfield & Co., have done in their campaign is therefore replete with suggestions for other advertisers.

Take for instance the first advertisement in the series. It bore the heading: "In 1900, Fifteenth and Chestnut Streets was a Burial Ground," and said:

For more than sixty years, there was a burial plot at the Northwest corner of Fifteenth and Chestnut Streets, adjoining the Epiphany Church, Philadelphia's most fashionable place of worship. When it was established in 1834 it was envied by the substantial homes of prominent families, the names of many of which are written indelibly into American history.

In that graveyard were laid to rest many gallant young Philadelphians who fell in the War of the Rebellion. In 1901 the site was bought by the late John Wanamaker, and three years later the city's then tallest office structure, the Pennsylvania Building, sixteen stories in height, was erected there. Since then a new financial zone has grown up around it and property values have been greatly enhanced. A few months ago, the Pennsylvania Building was sold by Albert M. Greenfield & Co., for a price close to \$4,000,000.

This is followed by the company's firm name and address and the words; "Write for a copy of the Real Estate Bulletin of Albert M. Greenfield & Co., listing property for sale and rent in all sections of the city."

Everybody in Philadelphia would be interested in the history of the corner at "Fifteenth and Chestnut Streets" because today it is one of the most important business corners in the city, where it is estimated 300,000 people pass daily, just as the residents of Sauk Center would be interested in the history of its principal business corner.

Another advertisement was headed: "Why Girard College is not on Market Street," and told the story of Joseph Bonaparte, exiled King of Spain, who offered to buy the square bounded by Market, Chestnut, Eleventh and Twelfth Streets from Stephen Girard. That famous merchant prince originally intended to locate his college for orphan boys at this spot and asked as his price as many silver dollars as were required to cover the area. When Napoleon's brother agreed to pay that price, Girard told him that the dollars must be stood on end.

Many Philadelphians were not aware that where the Benjamin Franklin Hotel now stands was the spot where the great printer-statesman for whom the hostelry is named, flew his kite to prove that lightning was electricity. This



Ideas for Sale

THERE were two predominant types of salesmen making the rounds in the old days. There was the human bulldog who high-pressured his prospect into a corner and left him wondering why he gave the order. Then there was the story-telling wizard who performed his miracles with the help of a brace of cigars and a good memory.

But their numbers are few today. High-pressure tactics and good fellowship have been tempered in favor of the spirit to be of constructive service.

Because one helpful idea is worth more than a ton of idle talk, modern salesmen devote a part of their time to thought about their prospects' and customers' problems.

When a salesman of printing calls on you, try to give him an audience. He does not seek to waste either your time or his own; but he does offer you his fund of specialized knowledge, and the desire to show you how to get greater purchasing value from your printing dollars.

Give him half a chance and he will prove that the implied printing service of New York City, the Printing Centre of the World, actually does exist—to your profit. Give him the kind of reception you like to know your salesmen receive when they are out offering your particular kind of service.

New York Employing Printers Association, Inc.
and Allied Industries

Printing Crafts Building 461 Eighth Avenue New York, N. Y.

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco

Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cramer, 225 Fifth
Ave., New York City; 360 No. Michigan
Ave., Chicago; R. J. Bidwell Co., Times
Bldg., Los Angeles, Cal.



was told in another advertisement in the series.

There is hardly a part of Philadelphia that did not yield some interesting bit of history to be used in the campaign. From the estate of Edwin Forrest, one of America's foremost tragedians, which is in the northernmost section of the city and is soon to give way to home sites, down to South Philadelphia, where the Sesqui-Centennial will be held and where the first sickle pear tree in America was planted, came interesting material for the campaign.

The advertising started about eight months ago and has been running once and twice a week in Philadelphia newspapers ever since. The advertisements are of a uniform size (double column by six and a half inches deep) set in a distinctive border. So successful has the advertising been that the company has decided to continue it through the period of the Sesqui-Centennial Exposition.

To dig out the information required many sources were tapped. Histories of Philadelphia, of which there are three good ones, supplied some of the data. From the Philadelphia Historical Society and the Philadelphia Chamber of Commerce, further information was secured. Old newspaper files gave up their store of facts and figures. One of the most fruitful sources of all was the Real Estate Assessor's office at the City Hall.

As to the results produced: Many letters have been received commenting on the series and some correspondents have sent in bits of historical matter available for use in the campaign. One prominent banker took the trouble to write in to say that the middle initial of Frank Stockton's name—the famous Philadelphia novelist—should have been "R" instead of "P." One very prominent client was secured directly as the result of the advertising and scores of properties have been listed for sale or rent by people who have read and commented on the series.

A bound book containing reproductions of all the advertise-

IS YOUR POCKET FURNISHED AS WELL AS YOUR OFFICE?

AD-TIME STORIES NO. 2

DICK GOOFUS sold space, if you know what we mean. And in his office was as neat a collection of advertising data and information as you would ask to see. BUT, most of the time he was out of the office, so most of the time he was without his source of information. (Now for the dirty work.)

What he needed was "A Guide To Advertising," which lists, in a pocket sized volume, (1) all national advertisers with advertising managers classified alphabetically, according to their business; (2) all American and Canadian agencies; and (3) all advertised products by trade name with their manufacturer. This volume, including six revisions per year, costs only five dollars.

We don't know whether or not Goofus ever got a copy, but we do want you to have one. So, if you please, mail us your check for five (money returned if desired), or ask for the book on approval, and we will immediately start one on its way to you. (Don't mention Printers' Ink, we don't want to give them credit.) Hill & Company, Inc., 21 East Van Buren, Chicago, Illinois.

In Allentown

they say

"Put it in The Call" Why?

Because the Call covers Allentown and the rich Lehigh Valley as very few newspapers in the entire county do.

95%

of all the people read

The Allentown Morning Call

Story, Brooks & Finley

National Representatives

"Ask us about Advertisers' cooperation"

Of the five great home districts in San Francisco, consider this:

12
Years
of Evening
circulation
(1914 to
1926)
show that

The
Daily
News
Gained
34,548

—
Bulletin
LOST
46,889

—
Call
LOST
4,737

Hive of Ready Money

It's "the Mission District"—the largest in area, also the greatest in population, in homes and in families. Here's one indication of what it offers to advertisers:

41% of San Francisco's 2126
GROCERY OUTLETS

37% of San Francisco's 307
DRUG OUTLETS

are in the

Mission

It is a district in name, but a city in power. The earning and buying capacity of "the Mission" equals, even exceeds, that of many cities of America. It is a "hive of ready money"

Dominated by

THE DAILY NEWS

A Scripps-Howard Newspaper

National Representatives

ALLIED NEWSPAPERS, INC.

New York
Seattle

Chicago
Los Angeles

Detroit
San Francisco

ments is now being prepared, at the suggestion of numerous readers and clients. This will be sent to the company's mailing list and to visitors during the Sesqui-Centennial celebration.

Increase in Mail-Order Sales

Sears, Roebuck & Company report sales of \$19,339,227 for the month of May, against \$17,468,982 in that month last year, an increase of 10.7 per cent. Sales for the first five months of 1926, amounting to \$108,346,928, were 6 per cent ahead of those for the similar period in 1925.

May sales of Montgomery Ward & Company were \$14,384,858, compared with \$12,659,534 in May, 1925, a gain of 19.2 per cent. In the first five months of the current year sales amounted to \$78,605,157, 15.6 per cent over sales for that part of 1925.

H. E. Jones to Join "Sheet Metal Worker"

Howard E. Jones, who has been director of the sales-help service of The National Trade Extension Bureau of the Plumbing and Heating Industries, Evansville, Ind., for the last six years, will leave that position on July 1, to become editor of the *Sheet Metal Worker*, New York.

Candy Account for Groesbeck-Hearn Agency

The F. M. Paist Company, Philadelphia, candy manufacturer, has appointed Groesbeck-Hearn, Inc., New York advertising agency, to direct a newspaper advertising campaign on "It," a new five-cent confection.

Canadian Tourist Campaign in United States Papers

The New Brunswick Tourist Association, St. John, N. B., will shortly start an advertising campaign in United States newspapers. A. McKim, Ltd., Montreal advertising agency, will direct this campaign.

M. A. James with Cleveland Realtor

M. A. James, recently with the advertising department of the Scripps-Howard Ohio newspapers, has joined Bouse-Lawrence, Inc., Cleveland, real estate development, as advertising director.

Retail Grocers to Meet at Rochester

The National Association of Retail Grocers will hold its twenty-ninth annual convention at Rochester, N. Y., from June 21 to 24.

INFLUENCES

The World's Most Influential People

SHOW FOLKS influence the great American Amusement-loving public. The personal trade of show folks, itself valuable, has a million-fold broadcasting valuation.

ALL show folks read **THE BILLBOARD** weekly for telegraphic news of the ENTIRE amusement field. Build buying habits for YOUR merchandise through

The ONLY Amusement weekly with A.B.C. rating.

The Billboard

1560 Broadway, New York City
Chicago Cincinnati

LABELS

GUMMED AND UNGUMMED

Lithographed
Printed
Offset

Advertising Stickers

Windshield Stickers

Food Labels

Address Labels

Roll Labels

All Kinds of Labels

Send for new circular and samples

PICTORIAL

PAPER PACKAGE CORPORATION,
Label Dept., AURORA, ILL.

FOR SALE Half Interest in Advertising Agency

Located in New York City

I want a man to become my Partner. Investment of \$15,000 required. He must have had a thorough experience in an agency probably as an Account Executive. The additional capital will be used for expansion only. Will change firm name to include new associate if desired.

Agency established six years. Average yearly business placed, \$250,000. An exceptional opportunity to become associated with live wire having splendid connections and high-class clientele.

All our employees know about this advertisement.

Communications held in strictest confidence.

Address "Q," Box 49, care of Printers' Ink, 185 Madison Ave., New York City.

WE'RE serving some of the shrewdest buyers of advertising composition. They are people who demand and receive the utmost in service, fine craftsmanship and economy



SCHMIDT & LEPIŠ

Typographers • Printers

240 - 248 WEST 40th STREET
NEW YORK CITY

Pennsylvania 7210-7211

The Use of Photos of Living Persons in Advertising

NATIONAL BETTER BUSINESS BUREAU
INC.

NEW YORK, N. Y.

Editor of PRINTERS' INK:

We have had submitted to us three washing machine advertisements on which an advertising agency desires our advice.

Advertisement No. 1 is headed "Economy" and carries a picture of President Coolidge; No. 2 reproduces Secretary Mellon's picture under the one word heading "Thrift," while in the third, Henry Ford is pictured under the caption "Production." In the lower corner of each of these three advertisements is a picture of the washing machine and there is no further copy supplementing the cuts.

Our inquirers ask this question: "There is some doubt in our minds if we use these illustrations as enclosed as to the danger of possible litigation from these three men. Would you be so kind as to give us the legal status of using a public man's picture in advertising where the copy will be complimentary and in no way slanderous?"

It seems to us that we have at one time or another seen several articles in your good publication which had to do with cases of this kind. We would greatly appreciate it if you would drop us a line abstracting what the legal aspects of such advertising may be. If you would like to see the advertisements, we would be glad to send them to you.

NATIONAL BETTER BUSINESS BUREAU
INC.

IF the advertiser in question, or any other advertiser, uses the name, photograph or portrait of any living person without specific authorization from that person, he is liable for damages. It does not matter whether the copy used is complimentary or otherwise. When a case comes to court, if no written permission is produced from the person whose picture or name has been used the advertiser's position is considerably weakened.

In PRINTERS' INK MONTHLY of April, 1925, page 64, there will be found an article written by Edward I. Devlin, Jr., of the New York Bar, which treats this subject in detail.

A more recent legal study of this subject is that made by the Condé Nast Publications. This study points out that under the New York State Law a publisher can hold an advertising agency liable for expenses incurred

The New York Times

First in Daily City and Suburban Circulation

The average net paid circulation of the daily (week day) edition of The New York Times in New York City and suburbs (50-mile radius) for the six months ended March 31, 1926, was greater than any other New York morning newspaper of standard size, as was also the total daily circulation for the same six-months' period.

THE RECORD

	City and Suburban Average Net Paid Week Day Circulation	Total Average Net Paid Week Day Circulation
The New York Times	285,949	356,471
The World	261,064	287,694
New York Herald Tribune	233,074	285,800
New York American	204,092	225,081

While it is true that the sale of the daily edition of The New York Times exceeds that of any other New York morning newspaper of standard size, the special value of its circulation is its character,—the intelligent, thinking people who read The Times. To reach this substantial group of unusual buying power, advertisements in The Times are essential.

Account Executive *for* Canadian Agency

Aggressive, well regarded Canadian agency has opening for another Account Executive.

He must be a man who has had considerable selling experience, a student of economic conditions and one who knows the value of advertising and is capable of supervising the development of national campaigns for large advertisers.

Accounts will be turned over to him to handle. He will have the enthusiastic backing of a large, well-equipped, fully recognized organization in his efforts.

Our Account Executives know this advertisement is appearing.

This advertisement may be of particular interest to a Canadian resident in either the U. S. or Canada.

Please give fullest details in strict confidence in your first letter. Address "Z," Box 198, care of Printers' Ink.

defending suits brought by persons who claim injury because of the unauthorized use of their names or pictures in advertisements. This phase of the subject has been covered in much detail in a letter sent to advertising agencies by Francis L. Wurzburg, vice-president and general manager of the Nast organization. In this letter Mr. Wurzburg says:

"Our attorneys have called to our attention the fact that a number of law suits have recently been brought against advertisers to recover damages under the Civil Rights Law of the State of New York for the publication of the name, portrait or picture of a living person for advertising purposes without having first obtained the written consent of the person whose name, portrait or picture is so used. Our attorneys have pointed out that not only is the advertiser liable to damage in such a case, but also that the advertising agent who prepares the advertisement or who sends it to the publisher for publication is also liable. As in most instances the advertising agent prepares the copy and forwards it to the publisher for publication, in addition to becoming liable to pay damages to the person whose name, portrait or picture is used for advertising purposes in violation of the Civil Rights Law, the advertising agency is also under such circumstances legally liable to reimburse the publisher for any expense he may be put to or loss he may sustain in connection with the defense of claims or law suits based on such a violation.

"Sections 50 and 51 of the Civil Rights Law of the State of New York provides as follows:

Section 50. Right of privacy—A person, firm or corporation that uses for advertising purposes, or for the purposes of trade, the name, portrait or picture of any living person without having first obtained the written consent of such person, or if a minor of his or her parent or guardian, is guilty of a misdemeanor.

Section 51. Action for injunction and for damages—Any person whose name, portrait or picture is used within this State for advertising purposes or for the purpose of trade without the written consent first obtained as above provided may maintain an equitable action in the Supreme Court of this State against

Hearst Newspaper
circulation in
Washington, D. C.
The Times, evening,
The Herald, morning,
is 108,312 net daily.
This is
FORTY PERCENT
of the total
standard newspaper
circulation daily
in Washington.
FORTY PERCENT
of your prospects
in Washington,
are readers of
Hearst newspapers.
Advertise
to them!

Hobson, New York; Crawford, Chicago; Franklin Payne, Detroit.



An old friend of 500,000 Catholic families

STRENGTHENS

its advertising policy!

BY the elimination of religious "charity fund" requests, of medical advertising, of reading notices, and the strict censorship of "contest" advertising, Our Sunday Visitor has strengthened its advertising policy.

More than 500,000 Catholic families read Our Sunday Visitor every week, and this progressive step will tend to encourage their response to your advertising. You may look for an increased return on your advertising to the Catholics when placed in this largest, most popular, religious weekly.

OUR SUNDAY VISITOR

The National Catholic Weekly

HUNTINGTON,

INDIANA

the person, firm or corporation so using his name, portrait or picture, to prevent and restrain the use thereof; and may also sue and recover damages for any injuries sustained by reason of such use and if the defendant shall have knowingly used such person's name, portrait or picture in such manner as is forbidden or declared to be unlawful by the last section, the jury, in its discretion, may award exemplary damages.

"In an action brought under this law and recently tried in the Supreme Court in New York City in which the advertiser was named as a defendant, the plaintiff, a young lady whose picture was alleged to have been published in an advertisement without her consent recovered a verdict in the substantial sum of \$7,000. Among other suits pending are one for \$100,000 and another for \$50,000.

"We feel it our duty, therefore, to point out to you that in the event a claim is made or suit is brought against us in the future, on the ground that the name, portrait or picture of a living person has been published by us in an advertisement in violation of the provisions of the Civil Rights Law above quoted, the copy or order for the publication of which has been sent to us by you, we shall expect and require you to reimburse and indemnify us against any expense, loss or damage we may sustain by reason of such claims or suits being made or brought against us.

"For your protection, therefore, we call to your attention the danger to advertising agencies in claims or suits of this kind and suggest that you take every particular care to obtain in every instance the written consent of every living person (or if a minor of his or her parent or guardian) whose name, portrait or picture is used by you in advertisements sent to us and to others for publication and that such written consents be carefully and permanently preserved so that they may be made available in the event of future litigation.

"We ourselves are using the following simple but comprehensive form:

I, (if a minor include the words, as the case may be, "father,

mother or guardian of")
residing at hereby con-
sent to the unrestricted use of my
(if a minor insert name of minor)
name, portrait or picture for advertising
purposes or purposes of trade.

.....
(Signature)"
—[Ed. PRINTERS' INK.]

Colgate "Burnside" Case Dismissed

The case brought by Miss Ella C. Patterson, of Milwaukee, against Colgate & Company, to restrain the latter from using the picture of General Ambrose E. Burnside, in shaving cream advertisements and to collect damages of \$150,000, has been dismissed by the Supreme Court.

This suit, as reported in the May 27 issue of PRINTERS' INK, was started by Miss Patterson as the only living relative of the Civil War general, because of the humorous manner in which General Burnside's picture was treated in Colgate advertising. The court held that present legislation does not prohibit the use of the photograph of a dead person on the theory that it is a libel or a violation of the right of privacy.

F. T. Bedford, President, Penick & Ford

F. T. Bedford, first vice-president of Penick & Ford, Ltd., New York, maker of Brer Rabbit molasses, Penick syrup, etc., has been elected president. He succeeds W. S. Penick, who was made chairman of the board of electors. J. B. Vanderbilt was elected treasurer.

Joins Cadillac Motor Car Company

Brian Townend, for the last nine years on the advertising staff of Iliffe & Sons, Ltd., London, England, printing and publishing, has joined the advertising staff of the Cadillac Motor Car Company, Detroit.

Joins G. Lynn Sumner Agency

Miss Ruth de Forest Lamb has joined the copy staff of The G. Lynn Sumner Company, New York advertising agency. Miss Lamb was formerly with Ruthrauf & Ryan, Inc., the J. Walter Thompson Company and N. W. Ayer & Son.

Fisk Rubber Income Gains

The Fisk Rubber Company, Chicopee, Mass., reports a net income of \$2,124,593, after charges, for the six months ended April 30, 1926. This compares with \$2,037,261 for the corresponding period last year.

Joseph E. Mason has joined the advertising service department of the Premier Company, Cleveland.

Are We Gaining Control Over Business Cycles?

(Continued from page 8)

business is to be found in money rates. There is positive evidence that the seasonal variation in interest rates has been materially reduced and it almost necessarily follows that the cyclical variations will also be smaller in amount. Since the establishment of the Federal Reserve system, the normal spring and fall peaks in money rates have been materially reduced. Normally the rate on commercial paper is relatively low in January and relatively high in September. These month-to-month variations still exist on account of seasonal demands for credit, but the amount of strain at the spring and fall peaks has been so moderated that the swings are normally something like half as great as they used to be. In the same way, if one will glance at a chart showing the course of interest rates for a long period of years, one will find that the cyclical swings from 1921 to 1924 and again from 1924 to date have been far smaller than they were in years preceding.

It follows necessarily that (1) any business, or phase of business, which is determined by the course of interest rates will be similarly affected, and that (2) business in general will be less subject to recurrent periods of inflation and liquidation. For example, we may certainly expect to find the ups and downs in the price of high grade bonds less violent than formerly and the same would be true of any business in which the chief factor is the rate on money. One of the most important arguments advanced by those who expect no drastic decline in business during the next few months is the present trend toward easier money. It is true that this trend is in part itself an indication of slackening business, but in part it represents intelligent control. The Federal Reserve Bank of New

York has reduced its discount rate again and the reserve banks have increased their purchases of Government securities. In these and other ways the banking system has influenced the trend toward ease in the money markets and thus tended to prevent drastic liquidation and cushion the drop in the stock market and in business.

Thus far I have given chief attention to industrial and financial factors, and especially those which are outstanding at the present time. But there are other reasons for confidently expecting a moderation of the swings up and down in future business cycles. Not the least of these lies in the field of merchandising and advertising. Under this head the fundamental fact is the improvement in co-operation between manufacturers and their sales agents, or between the production departments and the sales departments of individual concerns. A sign of the times is seen in the studies being made in the textile industry to follow more accurately the distribution of the product and to ascertain what can be done to bring the mills into closer adjustment with their markets. Down to date it has been all too common for the manufacturer, in his desire to run his plant at capacity, to cut prices to the demoralization of markets. Also too little attention has been given to adapting production to the kind and quality of goods that will sell. Textile manufacturers are now co-operating to study their markets and thus get a better basis for adjusting supply to demand. At the same time they are seeking to create a greater demand for their products.

The last few years have seen great development in advertising technique and market analysis, a development which has on the whole had three results: (1) it has increased the demand for old products; (2) has created a demand for new products; (3) has reduced the per unit cost of marketing products. Markets are now analyzed and their potentialities determined with considerable definiteness. Advertising and sales



Railroads and Steamship lines

Advertise regularly in

The Columbus Dispatch

Why

THEY found and now know that in 1925 The Dispatch carried 136,672 lines of Railroad and Steamship advertising—more than the other two Columbus papers combined—that 94% or 100,400 of its 106,451 daily readers is concentrated in 33 counties having a population of more than a million intelligent 92 3/10% American-born citizens—that the reader interest and responsiveness to such advertising far exceeds their expectations—that The Dispatch is known and recognized as “Ohio’s Greatest Home Daily” and covers the great Central Ohio buying power

completely and conclusively.

Railroad and Steamship advertisers have in Central Ohio the most fertile and responsive area per advertising dollar cost to be obtained. No media enjoys more wholehearted confidence, good-will and impels greater buying impulse than this great Central Ohio Daily—The Columbus Dispatch. Obviously such advertisers desiring the greatest tangible results in the shortest possible time and

atacost in keeping with limited appropriations, naturally turn to The Dispatch. Once it is used, it is ever after included on Railroad and Steamship schedules.

OHIO

“THE NATIONAL KEY STATE”

RICH IN BUYING POWER.
DIVERSIFIED IN INDUSTRIES.
6,000,000 POPULATION
92% AMERICAN BORN
ADVERTISINGLY RESPONSIVE

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

HARVEY R. YOUNG
Manager of Advertising

O'MARA & ORMSBEE, Inc., Representatives
New York, Detroit, Chicago, San Francisco

"A Real Advantage To Some Advertiser Or Agency"

"He has had many years of varied advertising experience and I have found him to have imagination, initiative and a capacity for a lot of hard work."

And that from a man who is nationally known in advertising circles. He was outlining his opinion of my ability.

A change in organization plans makes me available at once. I will consider a connection on either coast or in any Spanish speaking country as I know the language. Have had a 4A connection and operated two agencies of my own. Technical knowledge through accounts handled and personal experience. A fluent writer of selling copy based on merchandising themes of my own devising—backed by actual sales experience. Handle lay-outs and design art work. As advertising manager, can allocate budget and supervise production. In an agency, can do contact work and supervise market studies and research. Have plenty of samples and convincing credentials. Salary \$125 weekly. If you are interested in making a profitable investment in knowledge, ability and experience address "R," Box 190, Printers' Ink.

INTelligent, quick-thinking, ambitious Executive, age 37 seeks broader field. Fifteen years' sales experience directing large staffs marketing steel engravings and highly specialized printed advertising service. Managerial experience of 7 years, together with considerable actual selling, qualifies to act as

General Manager or Sales Manager

for a growing business, or as a capable assistant to a busy Executive in a larger organization. Available July 1st. Present employer urges inquiry from prospective employers concerning

**DEPENDABLE, Box 191
Printers' Ink**

efforts are directed to the points where they will develop most business. This means not only economy (when used intelligently), but it means that demand is developed nearer to the maximum. The most is got out of dull periods and recovery in buying is hastened. For example, the curves of advertising lineage in newspapers and magazines indicate that in recent years little change has occurred aside from the usual seasonal variations, the lineage being maintained quite steadily throughout the business ups and downs from the spring of 1923 to date.

The increased emphasis of turnover in business is tending in the same direction. By simplifying the lines carried, and reducing inventories, merchants have in the last few years made greater efforts than ever before to increase stock turnover. One phase of this is that capital is kept more liquid by frequent reinvestment in rapidly moving specialties (showing good margins of profit) and the narrow-profit, slow-moving staples are simplified, standardized and kept down to requirements. This, together with more intelligent sales efforts, has materially lessened the danger of being caught with excess inventories which might have to be liquidated at a loss.

Budgeting, sales quotas, departmentization, study of credits and collections, scientific analysis of markets and selection of advertising mediums—all these are strongly working to keep demand and supply in balance and prevent those maladjustments in business which are "business cycles."

Campbell-Ewald Opens Office at Portland, Oreg.

The Campbell-Ewald Company, Detroit advertising agency, has opened an office at Portland, Oreg. Frank L. Perkins has been appointed head of the new office.

Great Southern Lumber Income

The Great Southern Lumber Company, Bogalusa, La., reports a net income, after charges, of \$1,757,837 for 1925. This compares with \$1,351,344 in 1924.

One Hundred Colors With Only One Impression

Impossible as it may seem, this is an accomplished fact with **Spectroprocess**. This new method is a basic improvement in the printing industry that will put true colors of merchandise on paper, or that will add the selling punch of many colors to sales literature with real economy. Every advertiser will be interested in getting information on this unusual development in printing.

Some "Spectro" Users

Studebaker Corporation . . . Automobiles
Marshall Field & Co. . . Thermos Bottle Sets
Holeproof Hosiery Co. . . Hosiery Color Card
Bauer & Black . . . House Organ
U. S. Gypsum Co. . . Exterior Stucco Colors
Allen A. Company . . . Illustrated Hosiery Booklet
Williams Oil-O-Matic Co. . . Oil Burner Book
Autopoint Company . . . Pencil Folder
Gordon-Van Tine Co. . . Paint Inserts
Vaughn Seed Company . . . Xmas Catalogue
Goding Shoe Co. . . Catalogue
Commercial Furniture Co. . . House Organ
Levis-Goodbar-Lloyd Co. . . Ladies' Hats



MEAD-GREDE PRINTING COMPANY

600-610 W. VAN BUREN
CHICAGO



PHILADELPHIA

Announcing an exhibition of Spectroprocess at Philadelphia, June 19th to 24th, under the auspices of the Associated Advertising Clubs of the World, at Houston Hall, University of Pennsylvania

and
National Industrial Advertisers Association, Atlantic Building, Broad and Spruce Streets.

Our Mr. C. G. Mead, President, will have headquarters at the Bellevue Stratford Hotel, and will welcome your inquiry.

MEAD-GREDE PRINTING COMPANY
600-610 W. Van Buren Street, Chicago

GENTLEMEN: Please send me information and samples of SPECTROPROCESS.

Name _____

Firm _____

Address _____

ANNOUNCING

the opening of

George L. Sullivan, Inc.

Advertising

at

285 Madison Avenue

New York



Bakelite's Selling and Advertising Discussed at Tariff Hearings

Washington Bureau
of PRINTERS' INK

PROBABLY for the first time, certain interesting facts concerning the business of the Bakelite Corporation were made public during recent hearings of the United States Tariff Commission. The case is complicated, involving a number of patents and also alleged unfair competition. On one side are the Bakelite concern and several domestic manufacturers who use Bakelite, and arrayed against them are the importers of articles manufactured from phenolic resin produced by methods which, it is alleged, infringe on the Bakelite patents.

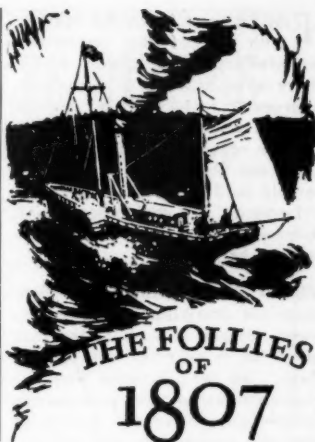
The Bakelite Corporation was represented by its president, Dr. L. H. Bakeland, and G. Bakeland, as well as by counsel. Dr. Bakeland related the history of the company, and said that his experiments, resulting in the discovery of Bakelite, dated from 1909.

"Our staff today," he continued, "consists of about eighty chemists, engineers and physicists, all engineering school and university graduates. . . . Of these eighty specialists, about forty are busy every day in research work, further investigating matters for improving the quality of the product and cheapening its production."

Under cross examination, Dr. Bakeland revealed that the Bakelite Corporation now owns the Redmanol Company, against which it brought court action for infringement several years ago. The witness also said that the capitalization of the Bakelite Corporation is \$3,500,000 or thereabouts, and that the company does not publish reports of its earnings. When questioned by opposing counsel regarding the selling policy of his company, he replied:

"We have no so-called salesmen. Our representatives do not go around with pads and take orders. They are all service men."

"That is one of the rules of the company, and I may say to you



the steamboat CLERMONT was dubbed Fulton's Folly' but the dub in the case was not ROBERT FULTON - he had an honest-to-goodness idea - navigation and illustration are not so dissimilar - in both you'll never get anywhere unless you know where you're going - ideas are POWER and we are a POWER-HOUSE of ideas

MARTIN ULLMAN Studios
Lettering & Illustrations - plus an idea
250 Park Ave New York

IDEA CREATORS
- NOT JUST ILLUSTRATORS

SALESMEN DIRECT—By-Mail Advertising Service



For Business and Professional Men.
Something different and original
If you are used to earning \$500 or more monthly on commission basis, we have the ammunition.

SERVICE-SYSTEM
442-444 Elizabeth Avenue
NEWARK, N. J.

THERE is an important opening with one of the best-known manufacturers and largest advertisers in its field for a young man, between 30 to 35 years, to develop as sales promotion manager. This position requires considerable traveling, and ability to work with and to help field men in the fuller development of their territories. Sales experience in the drug trade will be helpful.

This is a new position and offers unlimited possibilities for advancement. Salary to start at the rate of \$3,500 a year for the first 60 days. In writing give full information as to past and present connections, earnings, territories covered, nationality and experience. Apply by letter only.

F. Wallis Armstrong Company
F. Wallis Armstrong Building
16th and Locust Sts.
Philadelphia

Young Advertising Man Wanted

New York agency wants young man ripe for contact work with food product client. Must have had some writing experience also some previous experience in advertising agency or advertising department. Good opportunity for young college man who inclines toward advertising writing as well as toward contact with client's advertising manager.

Address "U," Box 194,
care of Printers' Ink.

that I and my associates have insisted on that part of it. Our representatives go around and talk to our customers about the best choice of materials; they design the machinery for them, and give all information available for the purpose of giving to the ultimate consumer the best goods—the best article at the lowest price."

The next witness was G. Bakeland, who explained that his position was assistant to the president of the Bakelite Corporation. He said that the corporation was organized in 1922 to succeed the old company, and that over \$2,000,000 are now invested in the plant and its equipment in the United States.

In 1924, G. Bakeland told the Commission, the corporation spent a total of \$132,991 for research work, and that in 1925 the expenditure was \$234,426 for the same purpose.

BAKELITE'S ADVERTISING INVESTMENT

Questions by opposing counsel then brought out that in 1924 the corporation spent \$208,474 for advertising, and that the total for advertising for 1925 was \$217,867.

"What was the object of this research and advertising?" counsel asked.

"The object of this research and advertising," Mr. Bakeland replied, "has been to create wider markets, thereby getting greater distribution to be able to sell in larger quantities and thereby increasing our production, so as to be able to reduce costs. And we felt that if we could manufacture large enough quantities we could bring our prices down, at the same time maintaining the standard of wages that we hope to maintain and which we have maintained in the past."

Regarding the cost of production of Bakelite, Mr. Bakeland, in answering further questions, said that in 1922 the cost was \$1.25 a pound. The next year the cost had increased to approximately \$1.30 a pound, and in 1924 the cost was \$2.1188, which was followed by a decrease in 1925 when the cost was \$1.5935.

HELPS ON SALES QUOTAS

Manufacturers, Publishers and Advertising Agents—

all can use these new data on incomes and buying power—**by counties**—for all or any part of the United States.

Perhaps you have been struggling along with the present income tax department figures, which omit 76% of the total population and 91% of the farmers. These new data include, for the first time, all of the population. If you want your marketing data to be based on information of all of the population market in any section instead of but 10% to 25% of it, this new method will help you.

Farm or city figures can be obtained separately if desired.

The figures have proven to be accurate within one to eight percent on checking back.

The method and data also have brought to light a new help to merchandising and advertising by helping to determine the actual class of people—by income—who now buy a product. By balancing against the more accurate figures on income, a new and far more dependable method of establishing sales quotas results.

The cost may be varied on the basis of amount of data and territory to be covered. Can easily pay for itself in a short time in reducing present research costs and increasing sales.

For further information without obligation, address

EMERY BROTHERS

Actuaries

Room 1513, No. 110 East 42nd St.

New York City

The
EVENING HERALD

is the
ONLY
newspaper in Los Angeles
carrying the advertising of
EVERY
Los Angeles Department
Store!

REPRESENTATIVES

John H. Lederer, 910 Hearst Bldg., Chicago, Ill.

H. W. Moloney, 604 Times Bldg., New York

A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

YOUR PRODUCT
will find its market in the
CHURCH FIELD

through the preachers' trade journal
THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio

17 West 42nd Street, New York

37 South Wabash Avenue, Chicago

Sample and rate card on request.

Mailing Lists

Will help you increase sales

Send for **FREE** catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of **5¢** each

ROSS-Gould Co. 344N. 10th St. St. Louis

Protecting a Material by Trade- Mark

RELEEF PRODUCTS COMPANY
BIRMINGHAM, ALA.

Editor of PRINTERS' INK:

We manufacture an outfit for repairing inner tubes and other articles made of flexible rubber. We use a white repair material. There is no way we can copyright, register, or patent this material. There are numerous substitutes on the market; a great many white. We prefer to use the material with a red centre if we can copyright or trade-mark it as our own, and have in mind a rope manufacturer, the Columbian Rope Co., we believe it is, which manufactured its rope with a blue cord, or twine, running through the centre of the rope, as indisputable evidence that the rope was made by them. Could they, or did they, copyright this feature?

RELEEF PRODUCTS COMPANY
RICHARD W. FOX,
Manager.

THE material in this case may not be protectible, but it is possible to trade-mark it. This problem has been faced by other manufacturers, and in several instances, **PRINTERS' INK** or **PRINTERS' INK MONTHLY** has told how it has been worked out. A cordage concern once won a decision from the courts regarding the identifying colored strand in its product. The ruling was that since the colored strand added nothing to the utility or quality of the cord, it was a mark of identification which could not be imitated by another manufacturer except for the purpose of confusing the public mind. The Columbian Rope Co., of Auburn, N. Y., places a red, white and blue tape marker in the centre of its rope throughout its length. It is visible wherever cut. Advertising teaches the public to look for it.

It should be kept in mind that color in itself is not trade-markable. It must be applied in such a way as to render it solely a mark of identification. Mere decoration is not registrable, nor is any device which attempts exclusion of a trade practice or custom. The Trade Mark Bureau of the United States Patent Office, Washington, will supply information as to the proper procedure in procuring registration.—[Ed. **PRINTERS' INK**.

They Have Not Missed a Single Week in 66 Years

The great retail store of R. H. MACY & Co. Inc. was established sixty-eight years ago—and for sixty-seven continuous years has advertised regularly in the *New Yorker Staats-Zeitung* and *Herold*, which reaches the 750,000 German-Americans in this territory.

It would be interesting to know if there is another newspaper in America with such an advertising record.

Established 1834

100,000 Daily

A. B. C.

110,000 Sunday

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, JUNE 10, 1926

Too Many Cure-Alls

The manufacturer of a hair tonic advertises his product as a cure-all for dandruff although any hair specialist can point out that this tonic may be actually dangerous when used on a dry scalp. The maker of a food product advertises his product as a valuable summer food for babies, although any baby specialist knows that this food is one of the most unhealthy foods that it is possible to give to certain children in the summer.

Such advertising is unethical in the first place, and highly uneconomical in the second place. It is unethical because it encourages prospects to buy products which may cause them all sorts of

trouble. It is uneconomical because it will lead to a direct loss of good-will.

The hair tonic manufacturer makes other products which are widely used. Many of his customers, because of their faith in his other products, will buy the tonic only to find that it aggravates the unhealthy condition of their scalps rather than cures it. Eventually a barber or hair specialist will tell them that the tonic is harmful in their cases. Then the manufacturer of the tonic has made enemies for his entire line.

The food manufacturer is advertising directly counter to information which many mothers already possess. These mothers will look upon the advertising as worse than untruthful. The mothers who are not informed, however, may learn by bitter experience. This kind of experience builds the type of enmity that extends far beyond the confines of a single family or a single group of families.

The old-time patent medicine advertiser often didn't care a great deal what he claimed so long as he got the money. The modern advertiser should be conducting his business on an ethical plane and should be above using any advertising which does not clearly state the limitations as well as the possibilities of his product, particularly if the product is one which uses health as an advertising appeal.

The day of the cure-all, the fountain of youth and the philosopher's stone has passed. To try to revive it in "cure-all, claim-all" advertising is a distinct backward step. Advertisers of reputable products should be too jealous of their reputations to allow their advertising to sell products to consumers who should not buy those products.

Rayon Sports "There is no disguise in the fact that rayon has received a black eye," remarks *Dry Goods Economist* in a recent issue of that publication. This article points out that the entire

industry is being hurt as the result of the production of cheap and worthless rayon by a few mills and the use of this poor product by unscrupulous and ignorant American manufacturers. "Hundreds of millions of dollars are tied up in the production of rayon in America alone," *Dry Goods Economist* concludes, "and we suggest to the manufacturers of this material that there is urgent need for them to get together, agree on certain basic standards of quality in their product and conduct a vigorous campaign of education, both among the consuming public and the merchants, to teach them the real value of rayon and the necessity of inquiring closely into the origin of the material when offered a rayon mixture."

The suggestion is an excellent one and we are glad to be able to place it before the advertising agencies of this country. Some day, the rayon industry is going to be one of our largest advertisers. Considerable advertising is already being used. But, with only a single exception, the advertising which is reaching dealers and consumers is not being put out by the original producers of rayon. It is on these original producers that the advertising agencies ought to concentrate.

In a recent address before the American Iron and Steel Institute, President Grace of the Bethlehem Steel Corporation made a plea for better merchandising methods on the part of the steel mills. *Iron Age* says: "Mr. Grace doubted whether the mills have made anything like as much progress in selling as they have in manufacturing."

It is this same fault that the rayon producers are falling into. The manufacture of rayon is still in its infancy. Consequently, the producers are bending every effort toward improving manufacturing processes. This is all well and good up to a certain point, which point is reached when merchandising is neglected. Manufacturing and merchandising must go hand in hand. Neither one can outrun the other. When this does happen,

the industry is bound to suffer.

There is no reason why the rayon producers should commit the same errors which have always held back the textile industry. They should not remain way in the background, entirely unknown to dealers and consumers. Dealers ought to be in a position to tell consumers that this or that garment is made from du Pont rayon, or Industrial rayon, as the case may be, and consumers ought to recognize these names, when they are mentioned, as guarantees of good rayon.

We leave this thought with advertising agencies as a suggestion for new-business development.

Better Merchandising Instead of Curtailment

N. Baxter Jackson, vice-president of the Chemical National Bank of New York, addressing cotton manufacturers recently, declared that present conditions in the industry are not so much the result of over-production as of inability or unwillingness of manufacturers to meet public demand. Spasmodic curtailment of production, he said, is not the road to stabilization; profits are lost when manufacturers make a product with which they are not familiar, merely because someone else is producing it and apparently making money. Many of the manufacturers agreed that curtailment is at best only a palliative, and the suggestion was made that plans be undertaken to increase the use of cotton and thus prevent the necessity of curtailment, with its attendant loss of wages on the part of the operatives.

It is a fine thing to find the manufacturer in a fundamental industry talking about increased uses and more demand instead of restricted production. The prosperity or lack of it in this business affects many other lines of industry, and the purchasing power of many thousands of people.

There has been too much of a tendency in the past for cotton and other textile manufacturers to lay off men, cut down produc-

tion and even close up shop, rather than to search for new uses, better merchandising plans and increased demand. It is time that old methods of distribution and production, long accepted as gospel, were scrapped and thrown aside. New plans and ideas are needed in the cotton industry. Many individual manufacturers are already investigating marked possibilities and plans for increasing demand and simplifying distribution. The possibility of using advertising to stabilize markets is being discussed by manufacturers who have never considered it before.

The discussion at the cotton manufacturers' convention has paved the way for new developments in this important field of industry. With manufacturers taking a new view of the ancient practices of their industry, there would seem an excellent opportunity for merchandising and advertising advisors to follow up the discussion with some sound and practical advice.

**"We Can
Buy
Advertised
Goods
Easier"**

A PRINTERS' INK staff man who for the last fifteen years has kept in close touch with retail selling conditions, especially those in the smaller towns, recently had an opportunity to visit some stores in Kansas and Missouri. A short time previously he had made a tour through a string of Minnesota rural stores and also some in Illinois and Wisconsin. He was greatly impressed with the numerous changes for the better which stores of this class have made during the last ten years.

The thing that interested him most of all was the predominance of advertised trade-marked brands of merchandise and the plainly apparent favoritism which the dealers displayed in selling them. The story was entirely different ten or twelve years ago.

What is the reason? One Kansas dealer summed it up conclusively when he said:

"Manufacturers and jobbers tell

me that these advertised brands sell more quickly and more easily, thereby giving me more turnovers. This is true. But one big reason why I favor advertised goods is they are so much easier to buy. In some lines I have to shop around a great deal before I can get satisfactory merchandise. I know, on the other hand, that a widely advertised brand must be good. Otherwise the manufacturer would be afraid to give his name and firm widespread publicity in connection with it. I buy it and save valuable time."

Ease in buying. This is something worth talking about.

We wonder if advertisers visualize this angle correctly. It is our observation that many of them apparently overlook it. If they would emphasize the saving of time that can be made in buying advertised goods, for the reason brought out by the Kansas dealer, they probably would find that hard-shelled retailers of the old school would quickly become responsive.

There is perhaps no advertiser of any consequence who does not subscribe to this principle or does not believe he is practicing it. But many make the presentation wrong end to. They tell the dealer his buying now has become a mere detail that almost anybody can take care of. He then gets the idea that the advertiser is trying to tell him that buying is of no great importance. He knows that the exact opposite is the case. But when the thing is stated correctly and he is told that the vital operation of buying can be simplified and made easy through adherence to advertised goods, he at once recognizes that the manufacturer is talking English and is guided accordingly.

Right buying is important—supremely important. Nevertheless it can be accomplished with ease, precision and profit by the dealer who is best acquainted with the advertising sections of publications. This is why the PRINTERS' INK man saw so many more advertised brands in country stores than he did ten years ago.



Put It In The Eye

Lighted pictures of the best kind stay in the mind. Put pictures in their eyes if you want your points to stick and govern results.

For this purpose, we offer the services of a highly skilled staff, thoroughly trained by ten years of experience in preparing special picture material for sales promotion and educational work.

Every picture we have ever produced has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n

217 West Illinois Street, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides

New York Representative, 51 East 42d St., MURRAY Hill 2296

Los Angeles Representative, 827 West 53d St., VERMONT 6431

Advertising Club News

Six-Point Elects F. St. John Richards

The Six-Point League of New York, an association of newspaper representatives, held its twentieth annual meeting



F. ST. JOHN RICHARDS

at the Advertising Club of New York on June 3. F. St. John Richards, Eastern manager of the St. Louis *Globe-Democrat*, who has been vice-president, was elected president. He succeeds M. P. Linn, of The S. C. Beckwith Special Agency.

George A. Riley, of the American Press Association, was elected vice-president and George W. Brett, of the E. Katz Special Agency, secretary. W. D. Ward was re-elected treasurer. Mr. Linn was elected the League's representative on the Bureau of Advertising of the American Newspaper Publishers' Association.

The following were elected members of the executive committee: T. E. Conklin; J. F. Finley; H. G. Halsted; J. P. McKinney; W. H. Lawrence; M. P. Linn; M. D. Bryant; F. P. Motz; John O'Mara and David Randall.

* * *

St. Louis Junior Club Elects W. J. Lepp

William J. Lepp, assistant production manager of Yost-Gratiot & Company, advertising agency, was recently elected president of the Junior Advertising Club of St. Louis. Other officers elected were: J. M. Lamoureux, first vice-president; M. E. Sacks, second vice-president; Leo Adler, third vice-president; M. J. Mullen, secretary, and Ewald Hencke, treasurer.

* * *

R. A. Bacon Heads Fitchburg Club

Roland A. Bacon, advertising manager of the Chamberlain-Huntress Company, has been elected president of the Advertising Club of Fitchburg, Mass. Julius H. Gorham was made vice-president; Milton Abell, secretary, and Walter Blanchard, treasurer.

* * *

Organize Club at Austin, Minn.

The Advertising Club of Austin, Minn., was organized at a recent meeting of advertising interests. J. D. Fleckenstein was elected president and H. E. Rasmussen, secretary.

S. B. King Heads Engineering Advertisers

Samuel Bowles King, advertising manager of the Sullivan Machinery Company, Chicago, was elected president of the Engineering Advertisers' Association at the association's annual dinner and meeting on June 2 at the Congress Hotel, Chicago. Several advertising sketches, written and acted by members of the association were presented at the meeting.

The other new officers of the association for the coming year are: First vice-president, James H. Gregory, Barber-Greene Company, Aurora, Ill.; second vice-president, Alexander B. Greenleaf, Peoples Gas Light & Coke Company, Chicago; secretary, E. J. Heimer, Barrett-Cravens Company, Chicago, and treasurer, W. I. Brockson, Steel Sales Corporation, Chicago. The following were appointed directors: B. C. Wheeler, Marquette Cement Manufacturing Company; Francis A. Emmons, Foot Bros. Gear & Machine Company, and Philip Sprague, Joseph T. Hayes Corporation, Michigan City, Ind. William G. Kreicker, Wm. G. Kreicker & Company, Chicago, was made an associate director.

* * *

New Officers of Detroit Women's Club

At the annual meeting of the Women's Advertising Club of Detroit the following were elected to office: President, Edna E. Lynn, vice-president, Cox-Lynn, Inc.; vice-president, Clara P. Morley, publicity director, Y. W. C. A.; secretary, Mayme L. Page, assistant secretary, Direct Mail Advertising Association, and treasurer, Gretta M. Watson, Detroit Edison Company.

* * *

C. E. Griffin, President, Kansas City Club

Charles E. Griffin was recently elected president of the Advertising Club of Kansas City. The other officers elected were: Jerome G. Galvin, first vice-president; Miss Gladys Rose, second vice-president; M. S. Munson, secretary; W. R. Snodgrass, treasurer, and W. G. Randall, executive secretary.

* * *

E. E. Stafford, President, Champaign, Ill., Club

E. E. Stafford was elected president of the Champaign, Ill., Advertising Club at the recent annual election. George Grubb was named vice-president and R. O. Buckner, secretary-treasurer.

* * *

New Club at Fort Collins, Colo.

An advertising Club has been formed at Fort Collins, Colo. R. D. Showalter is temporary president.

St. Louis Golfers Hold First Tourney

The first tournament of the 1926 season of the St. Louis Advertising Golf Association was recently held at the St. Clair Country Club. The tournament, which was a Blind Bogey, was won by John Ring, Jr., a former president of the St. Louis Advertising Club. Other prizes were won by Howard Tompkins, George Berry, William T. Jones, Frank Mahon, E. Lansing Ray and Harold Hungerford. The prizes for the first and second low net scores were won by Edward L. Hill and George Wagner.

* * *

Bridgeport Club Elects H. S. Stevenson

Hollis S. Stevenson, of the Mitchell Dairy Company, was elected president of the Advertising Club of Bridgeport, Conn., at a recent meeting. Benjamin F. Parker, of Harvey Hubbell, Inc., was made vice-president; L. P. MacAdams, The Wilson H. Lee Company, is treasurer and John R. Taylor, of the Bickford Engraving & Electrotype Company, is secretary.

* * *

Women's Club of Cleveland Elects Officers

Mrs. Alice E. Sealand has been elected president of the Women's Advertising Club of Cleveland. Miss Ethel L. Beller was elected vice-president; Mrs. Florence D. Cromwell, corresponding secretary; Miss Alice Gaffney, recording secretary, and Miss M. C. Mullarky, treasurer.

* * *

Heads Buffalo Women's League

Ursula Hanrahan was elected president of the Buffalo, N. Y., League of Advertising Women at a recent meeting. Henrietta Kawanthal was made vice-president; DeNorma Sommer and Margaret Benstock are corresponding and recording secretary respectively and Clara Petzing is treasurer.

* * *

Kansas City Has "Advertising Week"

The week of June 7 to 12 will be known as "Advertising Week" at Kansas City. The Advertising Club of that city is conducting an exhibition of display advertising at the Hotel Baltimore. Over 100 panels of material are on display.

* * *

Denver Club Elects R. H. Faxon

The Advertising Club of Denver, Colo., has elected Ralph H. Faxon, president. R. M. Baker has been made vice-president and John Jenkins re-elected secretary-treasurer.

Two More Philadelphia Departmental Programs

GENERAL MAGAZINE REPRESENTATIVES

June 22—Morning: Presiding: A. M. Carey, *International Studio*, New York; "Cultivating the Advertising Prospect for the Magazine Salesman," Phillip Kobbe, New York; "The Present Day Methods of Selling Magazine Advertising," three minute talks by magazine advertising specialists.

June 22—Afternoon: Presiding, Gilbert T. Hodges, Frank A. Munsey Company, New York; "The Magazine as a Social Force," Rev. Dr. A. Ray Petty, Grace Baptist Temple, Philadelphia; "The Place of the Magazine in the Advertising Schedule," G. Lynn Sumner, G. Lynn Sumner Company, New York; "Magazines as Advertising Media in England," Ivor Nicholson, National Magazine Company, Ltd., London, England; "Some Recent Developments in Circulation Statistics," Paul T. Cherrington, J. Walter Thompson Company, New York; and "The Part Played by Magazines in the Educational Development of the Nation," Prof. Harold J. Stonier, University of Southern California, Palo Alto, Calif.

GRAPHIC ARTS DEPARTMENT

June 22—Morning: Presiding: J. Linton Engle, The Holmes Press, Philadelphia; "Advertising Ahead of Salesmen and Getting the Salesmen Behind the Advertising," Jack W. Speare, Rochester, N. Y.; "How the Printer Can Best Help the Advertiser," Bernard Lichtenberg, Alexander Hamilton Institute, New York; "Getting the Advertiser's Point of View into Typography," W. Arthur Cole, The Corman Company, New York; "Helping to Solve the Merchandising Problem," Daniel B. Hassinger, Robert Gair Company, New York; "A Message from Overseas," William Connor, Belfast.

June 23—Morning: Presiding: J. Linton Engle; "What We Expect in the Way of Help from Printers," Verne Burnett, General Motors Corp., Detroit, Mich.; "Copy and Illustration," James Wallen, advertising counselor, New York; "Shall Printers Become Advertising Men?" Charles Austin Bates, advertising counselor, New York; "Why Quality Adds to the Effectiveness of Printed Matter," David Silve, consulting typographer, New York.

* * *

Los Angeles Club Has "Administration Day"

The Advertising Club of Los Angeles recently held an "Administration Day" program. The feature of the program was a tableau that showed how the work of the club is built up.

* * *

Portland Club Elects Officers

The Advertising Club of Portland, Oreg., has elected the following officers: President, William P. Merry; first vice-president, George R. Grayson; second vice-president, G. A. Rebentisch, and secretary-treasurer, Harry Fischer.

Sixty per cent with Safety

60%—that's the minimum circulation bonus beyond the guarantee and quantity charged for, that 157 advertisers will receive in August SMART SET.

That's remarkable in itself. But it's the *second* 60% bonus in less than a year for 91 of them.

Seldom does the advertiser in our pages receive a surplus as small as 25%. Results are at least in proportion. That's why SMART SET holds its advertisers—and adds to their number each month.

The "safety" lies in SMART SET's fundamental soundness. This isn't just circulation that we're offering. It's voluntary circulation—circulation at a good stiff price—and circulation in the right places.

That means the right places for *your* business. May we explain?

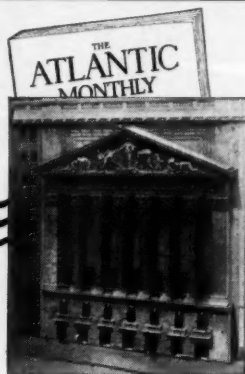
SMART SET

R. E. BERLIN, *Business Manager*

119 West 40th Street, New York

Chicago Adv. Office, 360 N. Michigan Ave.





When You Jar Wall Street You've Done Something!

Professor W. Z. Ripley's article "From Main Street to Wall Street," published in the Atlantic for January, created a profound impression on the Nation's financial center—and upon the investing public.

In commenting upon the article, the *Boston Globe* said, "If you believe a professor, writing in a literary magazine can't start something, you had better listen to the story of Prof. Ripley. It's worth listening to."

Within a week following its publication the great newspapers of the country had taken it up, an avalanche of letters poured into the Atlantic's office.

Within a month the Board of Governors of the New York Stock Exchange had taken actual steps to remedy the situation and the President had summoned Professor Ripley to the White House. The President commended the article to the attention of every American.

Just one more instance of the Atlantic's influence and prestige. It commands the interest, respect and even action of the Nation's business leaders.

Advertising value is in direct ratio to editorial influence. Here's influence upon the greatest known buying power—a compelling endorsement of the Atlantic's advertising value. More interesting facts on request. Write for them, now.

May We Give You All the Facts?

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington St.

Boston, Mass.

Circulation 110,000 net paid (ABC), Rebate-backed, Guaranteed

JU
VOLU
M
(Ex

Harper's
World's
Review o
Atlantic
Scribner's
Golden B
Munsey's
Everybod
Street &
Wide W
Current
Century
Bookman
Blue Bo

American
Cosmopol
Red Boo
Physical
Photoplay
True St
American
Dream V
True Ro
Boys' Li
Smart S
True De
Motion I
Asia ...
Sunset
Better H
Elks Ma
Fawcett's
Secrets
Success
Picture
St. Nich
Film Fu

Vogue (C
Ladies' I
Good H
Harper's
Woman's
McCall's
Pictorial
Holland's
Delineate
Designer
Modern
Woman's
People's

JUNE MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Lines
Harper's	166	23,828
World's Work	93	20,839
Review of Reviews	92	20,777
Atlantic Monthly	88	19,775
Scribner's	86	18,033
Golden Book	59	13,341
Munsey's	21	4,788
Everybody's	21	4,756
Street & Smith Comb. ..	20	4,560
Wide World	19	4,312
Current History	16	3,584
Century	15	3,360
Bookman	10	2,355
Blue Book	8	2,002

Flat Size

	Columns	Lines
American	325	46,491
Cosmopolitan	249	35,711
Red Book	229	32,781
Physical Culture	151	21,722
Photoplay	149	21,317
True Story	148	21,230
American Boy	121	20,652
Dream World	131	18,825
True Romances	128	18,422
Boys' Life	105	17,926
Smart Set	124	17,828
True Detective Mysteries	118	16,983
Motion Picture Magazine	107	15,395
Asia	104	14,976
Sunset	101	14,491
Better Homes & Gardens	92	13,821
Elks Magazine	88	13,376
Fawcett's	81	11,655
Secrets	82	11,587
Success	55	7,886
Picture Play	55	7,865
St. Nicholas	41	5,863
Film Fun	36	5,191

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	683	107,922
Ladies' Home Journal ..	531	90,363
Good Housekeeping	514	73,547
Harper's Bazar	390	65,597
Woman's Home Comp. ..	333	56,677
McCall's	217	36,897
Pictorial Review	211	35,974
Holland's	164	31,612
Delineator	165	28,088
Designer	151	25,717
Modern Priscilla	114	19,472
Woman's World	75	12,906
People's Home Journal .	86	11,656

Compliment
or.

Complaint
?

An advertiser
bemoans

the increased
advertising
volume in

Forbes

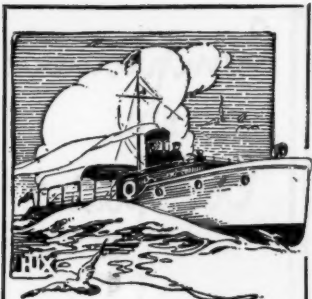
you judges!

Is this a
compliment
or a

complaint?

Walker Drey.

FORBES



Going Strong!

YACHTING's growth during the first four months of 1926 establishes a record of which we are justifiably proud.

YACHTING's net paid circulation during this period averaged 11,711 copies, a gain of nearly 17% over the same period last year. These figures will be verified by the June audit of the Audit Bureau of Circulations.

YACHTING's advertising showed an increase of nearly 35%. Each issue carried an average of 66 pages of advertising as compared with 50 pages in 1925.

YACHTING's editorial make-up appeals to a most discriminating group of readers. Its quality leadership in the boating field cannot be successfully challenged.

RATE CARD AND SAMPLE COPY
UPON REQUEST

Yachting

"The Quality Magazine
of the Boating Field"

25 West 43rd St., New York City

	Columns	Lines
Farmer's Wife	58	10,000
Fashionable Dress	53	9,201
Junior Home Magazine..	51	8,752
Child Life	59	8,542
People's Popular Monthly	45	7,797
Needlecraft	43	7,424
Household Magazine ...	35	6,761
Mother's-Home Life	30	5,290
Mess. of Sac. Heart (pg)	15	3,372
Today's Housewife	19	3,265

GENERAL AND CLASS

	Columns	Lines
House & Garden	656	103,661
Town & Country (2 is.)..	513	86,276
Country Life	458	77,004
Vanity Fair	421	66,573
House Beautiful	352	55,628
Arts & Decoration	197	33,180
Field & Stream	229	32,876
Popular Mechanics (pg.)	135	30,340
Nation's Business	202	29,724
System	205	29,329
Garden & Home Builder.	178	27,499
Extension Magazine	126	21,672
Popular Science Monthly	142	20,422
World Traveler	128	20,303
Outdoor Recreation	133	19,019
Normal Instructor	107	18,346
Outdoor Life	116	16,667
Scientific American	93	15,969
International Studio	83	13,952
Radio Broadcast	84	12,491
Radio News	84	12,480
Business	86	12,325
Theatre	71	11,368
Popular Radio	76	10,868
National Sportsman	75	10,729
Science & Invention	67	9,978
Forest & Stream	57	8,279
Association Men	48	6,790
Radio	43	6,445
The Rotarian	42	6,058
Sportlife	33	4,759
Radio Age	21	3,073

CANADIAN MAGAZINES

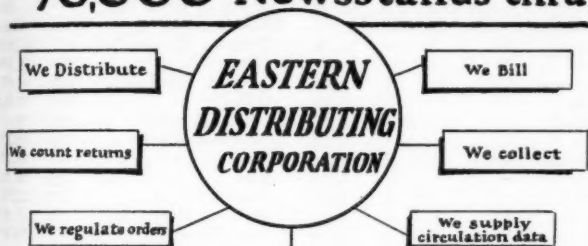
	Columns	Lines
Maclean's (2 May is.)..	349	61,078
Western Home Mo. (May)	190	34,321
Can. Home Jour. (May)	192	33,654
Rod & Gun in Canada ..	131	18,825

MAY WEEKLIES

	Columns	Lines
May 1-7		
Saturday Evening Post	547	93,077
Liberty	123	19,961
Forbes (Semi-Mo.) ...	123	18,797
Literary Digest	114	17,330
Collier's	73	12,549
Life	57	8,193
Time	56	7,841



**A Simple way to place it on
70,000 Newsstands thru**



**You work
with 1 account
instead of 70,000**

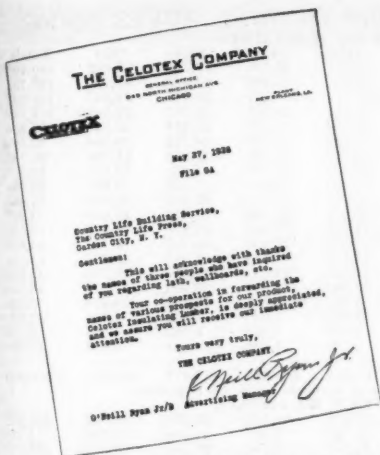
**Our 7 Roadmen
Your
Promotion Dept.**



Eastern Distributing Corporation
45 West 45th Street, New York City
Telephone: Bryant 1445

	Columns	Lines		Columns	Lines
American Weekly	21	5,924	New Republic	9	1,331
Outlook	33	4,849	Judge	8	1,234
Christian Herald	24	4,104	Argosy-All-Story (pg) .	2	644
Argosy-All-Story (pg) .	15	3,468	May 29-31	Columns	Lines
Radio Digest (Semi-Mo.)	16	3,050	Saturday Evening Post	462	78,560
Youth's Companion ...	16	2,818	Liberty	105	16,860
The Nation	18	2,572	Literary Digest	89	13,667
Amer. Legion Weekly.	14	2,684	Collier's	58	9,872
Judge	13	1,893	American Weekly	14	3,860
Churchman	13	1,821	Time	25	3,628
New Republic	9	1,323	Christian Herald	12	2,190
May 8-14	Columns	Lines	Judge	10	1,529
Saturday Evening Post	516	87,882	Churchman	8	1,238
Liberty	142	22,975	Argosy-All-Story (pg) .	1	392
Literary Digest	119	18,289	Totals for May	Columns	Lines
Collier's	69	11,768	Saturday Evening Post	2611	443,934
American Weekly	35	9,620	Liberty	660	106,274
Time	50	7,026	Literary Digest	596	90,607
Outlook	47	6,753	Collier's	370	62,914
Life	42	6,138	Forbes (Semi-Mo.) ...	365	55,522
Christian Herald	34	5,884	American Weekly	132	36,231
New Republic	36	5,292	Time	205	28,757
The Nation	28	4,020	Life	184	26,362
Judge	17	2,457	Outlook	154	22,037
Churchman	17	2,438	Christian Herald	128	21,800
Amer. Legion Weekly.	14	2,117	The Nation	89	12,472
Youth's Companion ...	12	2,116	Youth's Companion ...	58	9,940
Argosy-All-Story (pg) .	6	1,537	New Republic	64	9,481
May 15-21	Columns	Lines	Judge	65	9,333
Saturday Evening Post	508	86,496	Churchman	60	8,478
Forbes (Semi-Mo.) ...	241	36,725	Amer. Legion Weekly.	57	8,168
Liberty	151	24,405	Argosy-All-Story (pg) .	29	6,541
Literary Digest	146	22,323	Radio Digest (Semi-Mo.)	32	6,187
Collier's	85	14,471	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS	Columns	Lines
American Weekly	31	8,700	1. Vogue (2 issues) ...	683	107,922
Life	46	6,646	2. House & Garden ...	656	103,661
Time	46	6,486	3. Ladies' Home Journal	531	90,361
Outlook	36	5,277	4. Town & C'ntry (2 is.)	513	86,276
Christian Herald	25	4,340	5. Country Life	458	77,004
Radio Digest (Semi-Mo.)	16	3,137	6. Good Housekeeping .	514	73,547
The Nation	20	2,835	7. Vanity Fair	421	66,573
Youth's Companion ...	16	2,726	8. Harper's Bazar	390	65,597
Judge	15	2,220	9. Maclean's (2 May is.)	349	61,078
Amer. Legion Weekly.	13	1,956	10. Woman's Home Com.	333	56,677
New Republic	10	1,543	11. House Beautiful	352	55,628
Churchman	10	1,444	12. American	325	46,491
Argosy-All-Story (pg) .	2	500	13. McCall's	217	36,897
May 22-28	Columns	Lines	14. Pictorial Review ...	211	35,974
Saturday Evening Post	575	97,919	15. Cosmopolitan	249	35,711
Liberty	137	22,673	16. West Home Mo. (May)	190	34,321
Literary Digest	122	19,008	17. Can. Home Jour. (May)	192	33,654
Collier's	83	14,254	18. Arts & Decoration ...	197	33,180
American Weekly	29	8,127	19. Field & Stream	229	32,876
Life	37	5,385	20. Red Book	229	32,781
Christian Herald	31	5,290	21. Holland's	164	31,012
Outlook	36	5,158	22. Pop. Mechanics (pg)	135	30,340
Time	26	3,776	23. Nation's Business ...	202	29,724
The Nation	21	3,045	24. System	205	29,329
Youth's Companion ...	13	2,280	25. Delineator	165	28,088
Amer. Legion Weekly.	14	2,011			
Churchman	10	1,537			

1,323
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Lines
78,560
16,860
13,667
9,872
3,860
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2,190
1,529
1,238
392
Lines
43,934
66,274
90,607
62,914
55,522
36,231
28,757
26,362
22,037
21,808
12,472
9,940
9,481
9,353
8,478
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6,187
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Lines
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088



THIS LETTER

from Mr. Ryan, of
the Celotex Com-
pany, is a typical

acknowledgment of the hundreds of inquiries which
are sent out each month from the Building Service
Departments of

COUNTRY LIFE and GARDEN & HOME BUILDER

and which emphasize further the great
activity of the market for building
materials and equipment dominated
by these leading class publications.

COUNTRY LIFE and GARDEN &
HOME BUILDER may still be
bought at the contract combination
rate of \$648.00 a page—the best value
in the class magazine field.

DOUBLEDAY, PAGE & COMPANY

GARDEN CITY	NEW YORK	BOSTON
CHICAGO	SANTA BARBARA	LONDON

These magazines are members of The Class Group

FOUR-YEAR RECORD OF JUNE ADVERTISING GENERAL MAGAZINES

	1926	1925	1924	1923	Totals
Maclean's (2 May issues)	61,078	68,716	59,780	50,828	240,402
American	46,491	45,188	47,860	47,586	187,125
Cosmopolitan	\$35,711	\$37,022	\$31,522	\$24,947	129,202
Red Book	32,781	30,035	31,035	29,948	123,799
Physical Culture	21,722	23,629	24,818	26,107	96,276
Harper's	23,828	19,256	24,752	24,164	92,000
Review of Reviews	20,777	17,696	22,823	25,286	86,582
Photoplay	21,317	22,104	22,022	20,878	86,321
World's Work	20,839	18,815	21,728	23,007	84,389
Atlantic Monthly	19,775	17,416	21,469	22,802	81,462
American Boy	*26,652	*15,130	20,915	17,600	74,297
Scribner's	18,033	13,929	20,540	19,628	72,130
Sunset	14,491	15,355	16,087	18,762	64,695
Motion Picture Magazine	15,395	15,569	15,315	15,227	61,506
Boys' Life	17,926	14,695	13,576	10,766	56,963
Success	7,886	10,433	10,491	11,748	40,558
Century	3,360	6,656	10,136	14,924	35,076
St. Nicholas	*5,863	5,040	5,824	5,930	22,657
Everybody's	4,756	5,065	6,902	4,603	21,326
Munsey's	4,788	5,236	4,676	4,982	19,682
	417,469	406,985	432,271	419,723	1,676,448

*New size. †Hearst's International combined with Cosmopolitan.

WOMEN'S MAGAZINES

	1926	1925	1924	1923	Totals
Vogue (2 issues)	107,922	99,546	88,075	87,614	382,557
Ladies' Home Journal	90,363	84,966	85,706	81,320	342,355
Good Housekeeping	73,547	69,792	65,343	60,375	269,057
Harper's Bazar	65,597	58,527	55,279	46,896	226,299
Woman's Home Companion ...	56,677	54,527	50,368	44,218	205,790
Pictorial Review	*35,974	*36,136	50,344	47,503	169,957
McCall's	*36,897	*27,408	*33,097	37,137	134,539
Delineator	28,088	33,908	28,653	30,121	120,710
Designer & Woman's Magazine	25,717	31,657	24,340	22,980	104,694
Modern Priscilla	19,472	15,300	16,754	13,811	65,337
Woman's World	12,906	14,201	12,077	10,133	49,317
People's Home Journal	11,656	12,050	11,260	13,740	48,706
Needlecraft	7,424	6,652	8,458	5,576	28,110
People's Popular Monthly	*7,797	6,436	6,579	7,218	28,030
Mother's-Home Life	5,298	4,931	5,760	5,513	21,502
	585,335	556,037	541,493	513,555	2,196,420

*New size.

CLASS MAGAZINES

	1926	1925	1924	1923	Totals
House & Garden	103,661	80,660	77,110	67,744	329,175
Town & Country (2 issues)...	86,276	88,065	74,141	77,720	326,202
Country Life	\$77,004	\$65,720	49,380	50,408	242,512
Vanity Fair	66,573	47,350	47,749	45,021	206,693
House Beautiful	\$55,628	\$42,492	28,894	27,304	154,318
Field & Stream	32,876	30,695	33,993	38,147	135,711
Popular Mechanics	30,340	28,448	33,068	29,288	121,144
System	29,329	26,109	31,568	29,587	116,593
Arts & Decoration	33,180	25,746	20,496	25,044	104,466
Nation's Business	29,724	24,297	22,875	18,253	95,149
Outdoor Recreation	19,019	19,061	25,777	29,054	92,911
Popular Science Monthly	*20,422	*22,053	*27,253	22,232	91,960
Outdoor Life	16,667	17,328	18,878	18,237	71,110
Scientific American	15,969	15,906	16,023	12,363	60,261
National Sportsman	10,729	11,827	14,632	20,004	57,192
Theatre	11,368	13,772	15,767	14,536	55,443
Science & Invention	9,978	10,212	17,975	14,659	52,824
Forest & Stream	8,279	5,841	11,095	14,773	39,988
	657,022	575,582	566,674	554,374	2,353,652

*New size. †Changed to four-column page.

WEEKLIES (5 MAY ISSUES)

	1926	1925	1924	1923	Totals
Saturday Evening Post	443,934	437,072	405,179	\$311,702	1,597,887
Literary Digest	90,607	81,199	81,602	\$80,212	333,620
American Weekly	36,231	41,457	\$61,831	\$66,631	206,150
Collier's	62,914	55,030	40,645	\$26,474	179,063
Forbes (2 issues)	55,522	30,080	30,389	19,529	135,520
Outlook	\$22,037	\$22,743	\$24,771	30,233	99,784
Life	\$26,362	\$21,621	25,367	23,004	96,354
Christian Herald	21,808	22,243	16,949	\$14,827	75,827
	759,415	711,445	686,733	566,612	2,724,205

†4 issues.

GRAND TOTALS 2,419,241 2,250,049 2,227,171 2,054,264 8,950,725

10 *Billion*
383 *Million*

The "Directory of Directors in the City of New York 1925-1926," lists New York subscribers of The American Mercury as officials in 943 corporations.

544 of these companies publish fiscal data. Their aggregate capital is

\$10,383,093,193



The Little Schoolmaster's Classroom

A LAW passed at the recent session of the New York legislature makes an employee who discloses trade secrets without his employer's consent guilty of a misdemeanor.

The Schoolmaster has a feeling that this law was made because of the foolish activities of some radio manufacturers in planting spies on the pay-roll of competitors. Such downright dishonesty on the part of an employee is deserving of punishment. It's too bad, however, that the law does not go further by providing punishment for the employer who plants spies in his competitor's business or who buys information from his competitor's employees.

* * *

The Schoolmaster sometimes wonders how much real good is accomplished by the patriotic local efforts of Chambers of Commerce and other organizations which put great effort behind the "Buy At Home" and "Buy Local Made Products" campaigns. In many sections, especially in the South and West, these movements are often carried on with great zeal.

The Schoolmaster was in such a locality recently and talked with a local soap manufacturer. "I make laundry soap just as good as that made by the big national concerns. And yet I have had a hard time making a go of it. People don't stop to think they can get locally made soap and in buying it keep the money at home where it comes back to them. And the dealers are indifferent, too. They tell me they would like to give me more business but they have to hand out the brand that women ask for. I can't afford to advertise like those big fellows. But now the Chamber of Commerce has got busy and we are all putting up some money to get people to buy locally made products. The Chamber sent out a committee to call on all the dealers and I've got my soap in almost every store. And most of

the dealers promise to make window displays of local made goods."

Then, just a few weeks later, the Schoolmaster dropped in to see that same soap maker to find out what happened.

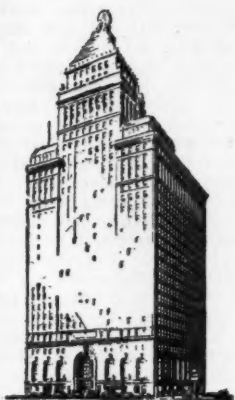
"I can't make these people out," he wailed. "They are entirely lacking in patriotism and home spirit. The storekeepers made some pretty good displays and for a couple of weeks I thought we had something started, but it all seems to have died out. I'm putting fifty dollars a month into the campaign and I guess when the six months are up, I'll quit. There doesn't seem to be any way of bucking those big national concerns."

* * *

The Schoolmaster ascertained that this soap maker was putting out a piece of laundry soap as good if not a little better than most of the best sellers. And it was a little larger, too.

"Now, look here," the Schoolmaster pointed out, "Get away from the idea of asking people to stop buying their popular favorites and giving you the business on a loyalty basis. You don't have to have their business on a sympathy plea. You've a good piece of soap that is a little larger in size. It is true you can't undertake to advertise all over the country with the big fellows but right here in your home town you can concentrate your effort and get business on the merit of your soap and the service you can give. And you don't have to make a better price to the trade than the national fellows either.

"Get yourself a good salesman and back him up twelve months in the year. Have him call on a hundred stores every week, making the rounds every four weeks. Give him one inexpensive window trim and let him put in some displays. Every week you'll find he can do a little better. Gradually, these local dealers will come to know you're a live soap



The Straus Building
Chicago



Leo J. Sheridan
assistant vice-president
and chairman of the
building committee in
charge of the construction
and operation of the
32 story Straus Building,
Chicago.

Mr. Sheridan says:

"A building manager's most important services are rendered before the completion of a structure. The building manager analyzes plans, determines equipment and material and follows through the construction."

Mr. Sheridan represented the owners in the construction of the new Straus Building, Chicago. Before it was erected, a committee of experienced building owners and managers was called in consultation to advise on the plans and select the materials and equipment that should be used. Most buildings nowadays are planned and built in this way to insure proper returns on the investment. Do these deciding factors—these building owners and managers, know about your product? Tell them through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Advertising Manager

A large corporation whose advertising is under the direction of a competent agency wishes to secure an advertising manager between the ages of 30 and 35 years.

He should have had production experience, be able to edit sales bulletins, secure ammunition for advertisements and will act as manufacturers' advertising contact man.

One who has been assistant advertising manager with a large company should have the proper background if he understands technical products. Engineering experience would be valuable as the company manufactures power plant apparatus.

Salary will be commensurate with the responsibilities of the position.

State full experience and salary in present position.

Box 138, Grand Central Terminal
New York City, N. Y.

CLASSIFIED MANAGER

One capable of organizing and handling classified department on fast growing newspaper in southwest. Unlimited possibilities for the right man. Address "X," Box 196, care of Printers' Ink.



merchant and they'll work with you.

"Get a local advertising agent and tell him while you can't put much into advertising, you'll be steady. Figure out how much a month you can put in and then stick with it until your volume grows and you can take more space. Right now the best you can probably do is one advertisement a week. Get it right alongside of the chain store and other grocery store advertising. But have it there every week. And don't tell people to buy your soap because you happen to be marooned in this town. Tell them to buy your soap because it's the finest and biggest piece on the market for the money and that your factory is right here where they can come to see you make it and where, if they aren't tickled pink with the soap, they can tell you so to your face and get their money back."

* * *

An interesting development in free publicity recently came to the attention of the Schoolmaster when he saw paid newspaper space being used by a publicity service that offered to prepare and place free publicity matter. It seems a rather paradoxical position in which the advertiser places himself.

The Schoolmaster wonders how many will read between the lines of the copy in the advertisement of this service. It offers to get free space for the news of others, but it has to pay for space to get its own news across. In other words, this service finds it more profitable to pay for its space, in spite of the fact, that ostensibly, it is expert at placing free publicity. The copy in one advertisement gives this advice, "Self-seeking propaganda is valueless. It is uninteresting to those whose attention it seeks." But isn't all sought-after free publicity self-seeking?

* * *

One of the most prolific sources of copy ideas is the use of the product by the consumer, as the Schoolmaster has asserted times

Wanted

Experienced Copy Writer

for

Investment Business

Requirements—

Must have thorough education and be a fluent writer with literary style and originality of expression.

Ability to originate ideas, plan the highest type of illustrations and supervise their execution.

Knowledge of finance and securities must be sufficient to insure correct statements and phrasing.

We are prepared to pay well if we can find the right man, but we want the best talent available.

Ours is an old established business, one of the largest in the country.

All replies should be accompanied by samples of work, details regarding previous experience and salary expected. All letters held in absolute confidence.

Address "A," Box 199, care of Printers' Ink.

Successful Sales and Advertising Manager *Available*

Broad experience and knowledge that should be utilized by a manufacturer selling to architects, engineers, contractors, wholesalers or the public.

Sales and advertising direction based upon unusual abilities as market analyst, resultful salesman, and writer of forceful advertising. Thorough understanding of plant production processes, modern business methods, and knack of inspiring organization to best efforts, can be used to stimulate your sales.

A Gentle. Married. Now employed, but open to any sound proposition.

Address "T," Box 192, Care of
Printers' Ink

Chain-Stores Sales-Manager *Available*

Sales-manager of a chain of retail stores, selling electrical appliances in goodly volume per capita, is available.

Experience includes management of chain, purchase and sale of merchandise, training of inside and outside sales-people.

In one year, chain sold largest number of one particular appliance per capita in U. S. Since 1920, appliance sales have enjoyed approximately 100% increase.

Well-informed in all branches of modern merchandising. Sponsor for sales-campaigns of unique character and resultfulness.

Would bring valuable retail angle to central station or to electrical appliance manufacturer.

Available by midsummer or before.
Address "C," Box 186, Printers' Ink.

Photostats

of any subject -
By Photographers

Fast Messenger Service

PACH BROS.



28 West 44th Street, New York, N. Y.

without number. Now comes a member of the Class and says that the misuse of the product is just as prolific, if not more so. And, as if his statement needed corroboration, he encloses with his letter a list of a dozen or more instances of the misuse of products. The list was taken from the house magazine of the Recorder Printing & Publishing Company, San Francisco. It makes stimulating reading, particularly if one's product happens to be in the list. Here it is:

Too many men shave with dull razor blades.

Too many people use a toothbrush horizontally instead of with a vertical or rotary motion.

Too many people try to regulate their own watches with a penknife.

Too many blondes buy brunette rouge, and vice versa.

Too many women use caustic soap on linoleum.

Too many people squeeze out too much dentifrice at a time.

Too many motorists forget to water their storage batteries.

Too many people use fountain pens with points unsuited to their handwriting.

Too many people think green bananas are better than well-ripened bananas.

Too many smokers let fine cigars dry out.

Too many housekeepers use too much floor wax and try to polish before the wax is dry.

Too many men play approach shots with a spoon.

Too many people can't open a new volume without breaking the binding.

Too many motorists leave the caps off their tire valves.

This list could be added to almost indefinitely. The Schoolmaster is inclined to agree that most advertisers could profitably keep a record of "misuses" along with a record of uses. Without question, periodic examination of such a record should yield many good copy ideas. Another useful purpose which might be served by such a record would be that of reminding the advertiser to give

To Managers and Men Who Sell

A direct sales organization is now being built up by a strong and long established manufacturer of heating and cooking equipment. We want four strong, aggressive, brainy salesmen, natural leaders, courageous men who are willing and enjoy selling but who are of the stuff of which Managers are made.

This division of this Company is in its infancy. You will have the same splendid opportunity for quick rise and splendid earnings that those had who were with Fuller Brush, Real Silk, Holland Furnace, etc., in their infancy. Yes,—you will have more for not only will you get paid royally for what you do, but a share in the profits and ready recognition for advancement. We need Manager and District Manager ability today more than we need salesmen, but no man can start at the top in this organization who is not willing and has not learned from the ground up.

Age above 30 preferred. Must show ability to save money, make money and be a hustler from feet to brain.

Address "O," Box 47, care of Printers' Ink.

COPY this for your AGENCY

University man 30, with training in industrial and advertising research. Four years' experience writing copy that counts for newspaper, agency and manufacturer.

Experience includes selling, copy and layout, direct mail, house organ, dealers helps and broadsides; I want to do copy and contact for some good agency.

Protestant, single, with good references. Write "L." Box 44, Printers' Ink.

Address Wanted H. K. BEMENT

Artist

formerly employed
Chicago and Detroit.
Matter of interest and
importance to him.

Address "U," Box 193, Care
of Printers' Ink

~Tuned up for the whole JOB

Manufacturer, printer or agency
Experienced man (New York City) personally producing economical market research, sales plans, layouts, art, copy, and printing; complete-wants position. Splendid references. Salary \$35.00 weekly. "Y." Box 197, care of Printers' Ink.

ASSISTANT TO ADVERTISING OR PRODUCTION MANAGER

Young man, 22 years of age, experienced in selling printing, and for three years assistant to advertising manager of nationally prominent corporation maintaining own printing plant. Am desirous of obtaining position in similar capacity, or with an agency. Address "W," Box 195, Printers' Ink.

some space in his campaign to the education of the misuser. Advertisers of products which have been on the market a long time and have achieved a certain degree of popularity are apt to forget the rising generation, and that each season ushers in a young army of new users who need education on how to use the product to make it yield the greatest service.

* * *

In a recent issue of *The Outlook* the Schoolmaster reads:

"The person who keeps us supplied with inside information from the broadcasting stations tells us that fan mail to radio entertainers has dropped off 75 per cent since the balmy days of spring set in."

The Schoolmaster isn't willing to subscribe to *The Outlook's* description of the "balmy" spring days that have been our lot, so far. In the Schoolmaster's humble opinion, the falling off in letters to radio entertainers isn't due to spring weather, "balmy" or otherwise, but rather to a public weariness with the advertising matter that is being sent out. The novelty of radio brought in letters, and as novelty waned, every conceivable kind of pulmotor has been used to keep the volume up. Cajolery, trickery and threats of no programs have had their day in the endeavors of broadcasting stations to get letters that could be used as solicitation material to get new advertisers.

The volume of mail that broadcasting stations get may swell temporarily now and then as some new expedient is tried, but on the whole, in the Schoolmaster's opinion, it is marked to go constantly downward.

Charles Fessler, formerly with the Canton, Ohio, *Star*, has joined the advertising force of the Buffalo, N. Y., *Star*.

A Complete Bound Set of Printers' Ink from 1905 to date

with the exception of June 8, 1909—for sale at cost. Is a complete history and encyclopedia of how men have built up business enterprises during the last twenty years by advertising. Invaluable reference work for libraries, business schools, colleges, publicity managers or advertising agents.

Address Room 718, 88 Broad St., Boston, Mass.



Every One A Strike!

NO BACK LASH! Returns from your efforts! It is satisfying to play, and profitable to work on that basis.

Advertisers find that Jahn & Ollier advertising-illustrations deliver the utmost in sales strength—each one, every time. Our creative service men build into them, salient ideas that attract attention and sustain reader interest. They will point out for you definite ways to incorporate **SALES APPEAL** with your advertising illustration.

You can profit by a talk with an experienced Jahn & Ollier service man. He will call at your request—anytime, anywhere.

JAHN & OLLIER ENGRAVING CO.

Illustrations—Ideas—Photographs

Printing Plates for Black & Colors

Telephone **MONROE 7080**

813 W. Washington Blvd.

CHICAGO, ILL.

CANADIAN ADVERTISING



CALL IN

SMITH, DENNE & MOORE

LIMITED.

TORONTO—92 Adelaide Street West

Multigraph Ribbons Re-inked

OUR SUR-FYND

Send 3 Ribbons
to be Re-Inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

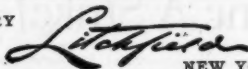
Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters
Modern Cut-Coat Equipment
Also Rebuilt Machinery
Conner Fendler Branch, A. T. F. Co.,
New York City

TRY



NEW YORK

PRINTING—Automatic machinery, variety of type for commercial work. Imprinting a Specialty, **QUALITY and SERVICE** assured. Middletown Press (Chickering 8264), 117-119 W. 26th St., New York.

FOR \$25 CASH

Your one inch **DISPLAY** ad goes in 70 N. Y., 50 N. J., 24 Pa., 10 Conn., country weeklies one time. Lawrence F. Deutzman, Smithtown Branch, L. I., Syndicate Advertising.

FOR RENT

Large light office or portion thereof suitable for publisher's or other representative. Furnished or unfurnished. Centrally located in one of Chicago's finest office buildings. Write, Brooks, 30 North Michigan Ave., Chicago.

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated. Suite 1004, 1841 Broadway, New York City.

A responsible manufacturer of a good will-building and sales promotion article appealing to national advertisers, seeks representation in the following territories: Boston, Buffalo, Pittsburgh, Chicago, St. Louis, Cincinnati, St. Paul, Minneapolis. Exclusive representation granted to salesmen having contact with sales and advertising executives in these cities. Write fully stating experience to Box 649, P. I.

HELP WANTED

COPY WRITER

Definite spare time proposition for versatile idea man who can prove he has the goods. No amateurs nor mediocre professionals need apply. Almost will not do. Write for appointment. Mr. Johnson care of Doll & Smith, 450 Fourth Ave., New York.

Editor—Manager

for long established successful trade journal—circulation 15,000—located New York City. Must have previous trade paper experience—excellent opportunity for right man to become valuable—write fully stating salary expected to start, etc. Box 650, Printers' Ink.

Experienced Manager wanted for an Electrotape or Cut advertising service company in New York City. Age 30 to 40. Special consideration given to one who can invest 5 to \$10,000 in a partnership, but not necessary. Furnish full particulars in first letter. Address Box 661, Printers' Ink.

AUTOMOTIVE SERVICE EDITOR

To write practical automobile service articles for leading automotive business paper. Must have thorough knowledge of trouble diagnosis, methods of repair and use of modern garage tools, and be able to write clearly and accurately. Give general and technical education and details of both service and writing experience. State if employed now and amount of salary. Address Box 663, care of Printers' Ink.

Direct Mail Assistant

If you are a young woman with ample experience in the mechanical branch of department store direct-by-mail work. If you have initiative and a complete knowledge of the Building of mailing lists. If you want a permanent position in congenial surroundings—then write, giving full details to Box 655, Printers' Ink.

Advertising Salesman

An unusual opportunity is open on monthly magazine devoted to outdoor sports for an advertising salesman of between 25 and 30 years of age. Must have some interest in, and knowledge of, hunting and fishing. Good salary to start, with increase according to results produced, and opportunity for advancement to executive position when ability is demonstrated. Box 656, P. I.

SALES SUPERVISOR

capable of directing group of salesmen and maintaining appliance sales department of gas and electric utility company on a profitable basis. Married man age 30 to 40 preferred. Salary and commission on department sales. Location Hudson River Valley. Applications should state experience, personal qualifications, compensation expected, and enclose small photograph. Box 664, P. I.

WANTED

Seasoned assistant to Advertising Manager of large concern in the Middle East, doing extensive advertising. Should have a practical working knowledge of media, store and dealer advertising, copy writing and printing. Should be able to handle detail and personnel of a large Advertising Department. A splendid opportunity for right man. Give full particulars. Say what you have done. Give age and references. Send samples. Indicate salary. Replies considered in strict confidence. Address Box 666, Printers' Ink.

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PRINTER WANTED

Layout man with ability to make sketches and prepare dummies, by large New York printing establishment doing quality work. Steady position. Good opening. Applicants must state age, ability and salary. Address Box 657, P. I.

Unusual Opening for Two Salesmen

A fairly large old Philadelphia paint, varnish and lacquer manufacturer wants two salesmen of the highest type. Men who are not only good personal salesmen but who are first of all good business men and have ability to develop into executive positions. This manufacturer will soon want to retire and feels the need of surrounding himself with men whose training and ability will enable them to assist in carrying on this old and valuable business. The men wanted are only those with proven ability and those well acquainted among the Dealer trade. We want men with vision who understand the problems of the Dealers and can HELP them make more money on their paint and varnish business. To such men will be given every possible co-operation. They will be backed by a strong Advertising Agency and an entirely NEW merchandising plan that includes an unusual large allowance for LOCAL advertising. New Lithographed labels and Packages, analysis on every can. Guarantee of satisfaction or money refunded printed on every can. The two men we select will be paid a good salary and expenses and a very liberal commission besides. Many men will answer this advertisement, but only two can be selected, so only those replies giving full details of your record and qualifications can be considered. State age, religion, past and present employment, married or single, education and training. This will be treated in strict confidence. No investigation will be made of any kind without your permission. All of our salesmen have seen this advertisement. Address Box 646, care of Printers' Ink.

POSITIONS WANTED

Circulation Man: Director of Newsstand Sales, at liberty Aug. 1, desires to connect with reliable publishing house as supervisor of magazine distribution and sales. 25 years' exp. Box 652, P. I.

Position wanted by unmarried man under thirty. Unusual technical training and experience in automotive, electrical, radio and aeronautical fields. Former editor of well-known technical weekly with experience in makeup, proof-reading and print shop procedure. Box 669, Printers' Ink.

SOME MANUFACTURER

who requires a sales promotion man or advertising manager can advantageously use my services. Nine years' sales promotion and advertising experience, including personal solicitation. Able correspondent and copy writer. Age 27, single. Salary secondary to opportunity. Available at once. Address Box 653, Printers' Ink.

ARTIST—LETTERING, DESIGNING Layouts, 7 years' experience. Full, part time or on a free lance basis. Agency lithograph or engraving house. Address Box 648, Printers' Ink.

Advertising Manager available. Age 25. College trained. Recently Manager of Florida Agency. Over 7 years Agency. Publication space selling and writing experience. N. Y. preferred. Box 670, P. I.

N. Y. Copy Writer

Wide experience as agency copy chief and adv. manager for big advertisers. Box 651, Printers' Ink.

IDEA MAN WITH COPY ABILITY

24, college trained with 4½ years versatile advertising experience—writing copy to handling production. Box 663, P. I.

Associate Editor

now with old-established trade journal desires to make change with wider opportunity. Box 647, Printers' Ink.

COPY WRITER

Two weeks' trial at \$40 per week, if employed immediately. Box 654, P. I.

Free Lance Copy Writer, prepares sales letters and general business correspondence. Would consider connection with agency or advertising department of some firm. FREE LANCE, 292 Jackson Ave., Jersey City, N. J.

Woman Copy Writer, experienced news and magazine copy, printing, makeup, etc., wishes publicity, advertising, or editorial work in N. Y. C. or Newark; \$50 weekly; ready July 1 for 2 weeks trial at fair salary. Box 660, P. I.

Department Store Artist. Young lady. Absolutely first class work. Lettering, fashions, furniture, men's wear, children, poster work. Can handle some copy. Will go anywhere for a good opportunity. Box 662, Printers' Ink.

FLORIDA SALES

Permanent, responsible Florida organization offers special representation. This fastest growing state must be covered in hot summer months for fall delivery. Box 658, Printers' Ink.

MAIL ORDER

GENERAL ADVERTISING

DIRECT MAIL

EXCEPTIONAL LAYOUTS

also contact; been responsible for prominent accounts spending half to million yearly; formerly with 3 N. Y. big agencies; go anywhere. Box 659, P. I.

Young man high school teacher seeks an opportunity in the commercial world. University Graduate; has taught six years; now employed; has executive ability, and an unusually keen mind; wants to make the change because of limited possibilities in teaching. Single, Protestant. Gentle. Willing to work for a living wage the first year to prove ability. Prefers large corporation long established. Willing to come to New York or Chicago for interview. Address Box 667, Printers' Ink.

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We Don't Know!

"We don't know" is the most difficult answer for any advertising concern to make to a prospective client. If any manufacturer feels like putting the query of what can we do for him, that must be our reply. Coupled to it is the statement, in truth, that we do know the advertising business and how to apply that knowledge in his interest. Most of us here have sold goods. We know it to be hard work. It is fair to say that the magic we employ in making success for our clients and for ourselves is hard work—in service, not in solicitation.

The Geyer Company
Advertising

Third National Building
Dayton, Ohio

An Expression of Confidence!

LAST year Chicago Tribune readers gave more than \$150,000 to charitable funds administered by The Tribune. The receipts and disbursements follow:

Particulars	Balance December 31, 1924	Received during year	Disbursed during year
Tornado Fund—Southern Illinois.....\$		\$117,644.50	\$117,644.50
Goodfellow Fund.....	11,421.84	15,501.68	10,318.79
Radio Fund for the Blind	5,152.08	1,411.26	6,563.34
Ice Fund.....	352.33	5,326.02	5,627.85
Hospital Fund	99.48	6,390.28	6,036.76
Zero Weather Fund....	2,168.83
Soldiers' Memorial Fund	966.42
Bethel A. M. E. Church Fund.....	143.00	143.00
Firemen's Fund	6.00	6.00
Policemen's Fund.....	260.00	260.00
Frank Ritter Fund.....	1,016.50	1,016.50
Wm. Organ Fund.....	695.50	155.00
Annie Cooper Fund.....	48.00	48.00
Mrs. Alice Harmon Fund.....	12.00	12.00
Police Sergeant Rank Fund.....	10.00	10.00
Patrolman Sam Block Fund	10.00	10.00
J. Maurer Fund.....	6.00	6.00
Wm. Hammon Fund....	5.00
Tribune Charities Interest Account	233.86
	\$18,141.15	\$150,739.43	\$147,857.74

CHICAGO TRIBUNE readers gave a fortune in charitable contributions with full confidence that it would be expended efficiently and effectively. Such confidence is reflected in the response to Chicago Tribune advertising.

The Chicago Tribune

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Grow with The Tribune in 1926